4/15/39

Sta-X

April 15, 1939

BROADCASTING

Broadcast Advertising

Vol. 16 • No. 8

Foreign
$4.00 the Year

APRIL 15, 1939
WASHINGTON, D. C.

$3.00 the Year
15c the Copy

Published Semi-Monthly, 25th issue (Yearbook Number) Published [illegible]

RECEIVED
MAY 12 1939
MIAMI UNIVERSITY
LIBRARY

BUSINESS ADMINISTRATION SCHOOL
Miami University

"Going WEST, Good Sir?"

● Pardon us, Sir, but if indeed you *are* going West, please just pull off to the side a second, and let us tell you about the situation out here in "Iowa Plus"!

To begin with, In Iowa, there is WHO — plus twelve other commercial radio stations. WHO's power, night and day, is 50,000 watts. The *combined* nighttime power of the other twelve stations is 7,000 watts . . . WHO's nighttime rate for a 15-minute spot is $160.00 — the combined cost of the same time on the other twelve stations is $550.50.

Furthermore, Sir, big WHO's transmitter is located almost exactly at the center of Iowa. It is the *only* station that can cover the entire State. In addition, WHO reaches out to include a vast audience throughout the entire Mid-West — *regularly* pulls mail from 45% to 55% of all the 3070 counties in the United States!

So if you're coming West, we suggest you come to WHO. We promise you the *finest reception* in "Iowa Plus" — the finest reception, the greatest audience, and the *most results* from every dollar you invest.

WHO

+ *for* IOWA PLUS! +

DES MOINES . . . 50,000 WATTS

J. O. MALAND, MANAGER

FREE & PETERS, INC., Representatives

PIONEER OF THE WEST

STANDOUTS IN COLORADO

● Colorado boasts two standouts that are constantly attracting national recognition. The first is the majestic Rockies which annually bring in a million summer visitors with a hundred million dollars in their pockets to spend. The second is KLZ, by far the brightest star on the Colorado skyway, which has won the admiration of a year-'round market of still another million people and delivers this market to advertisers in the Denver-Rocky Mountain area.

Nature made the one . . . the other is the product of the coordinated application of men, methods and machinery. Merchants all over the Rocky Mountain region have learned to respect the merchandising power of both, but they are inclined to respect KLZ the more since KLZ is such an integral part of the home life of the area it serves.

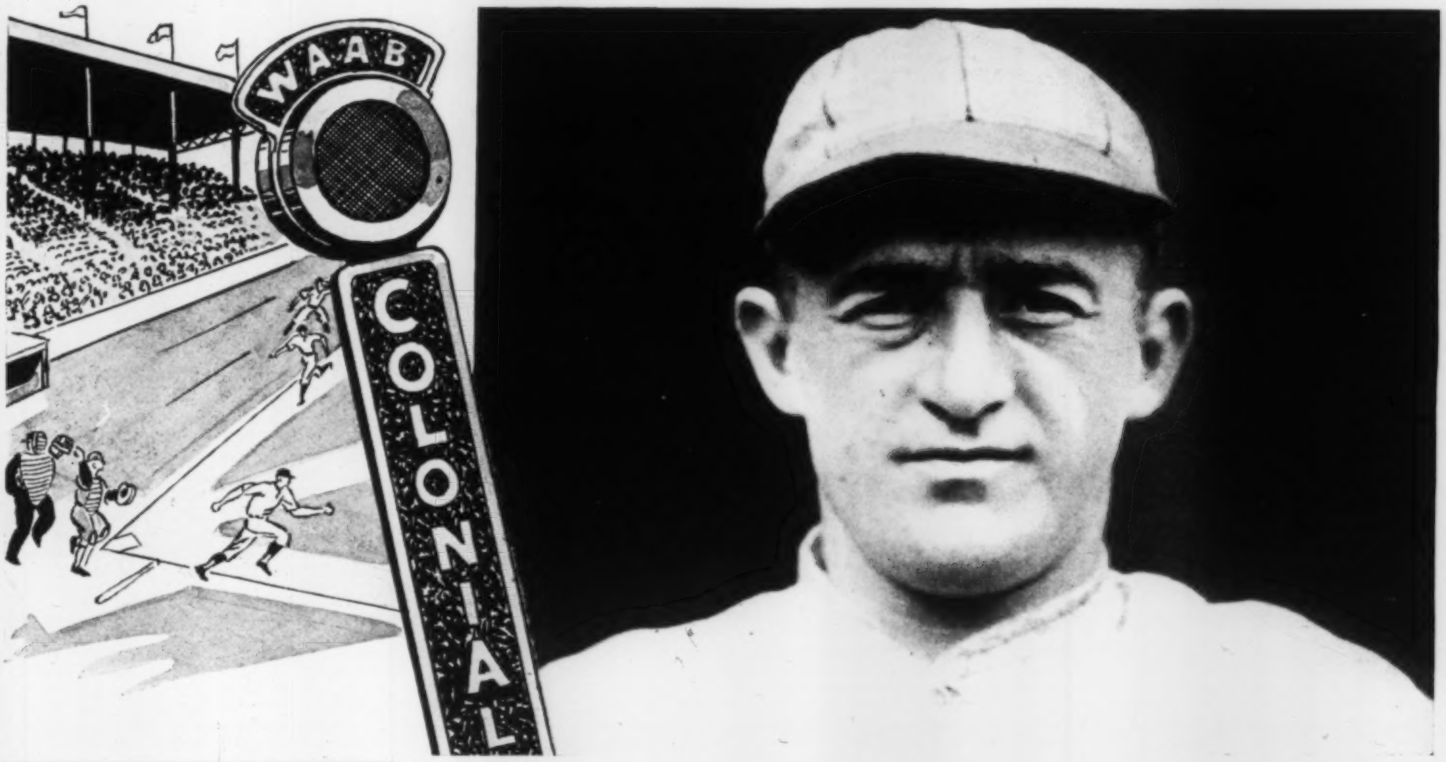
Because KLZ is so vivid, so vital and so alive, it was able to produce a mail response of more than 6,500 from a single fifteen-minute broadcast for the Bay Petroleum Corporation of Denver, on March 9, 1939. KLZ is always doing things that make people look, listen and talk and, entrenched in this solid position with listeners, it exerts a powerful influence in behalf of products exploited through its facilities.

KLZ *Denver*

CBS AFFILIATE — 560 KILOCYCLES

Under Management Affiliated with The Oklahoma Publishing Company — Publisher of The Daily Oklahoman, The Times and The Farmer-Stockman — Owner and Operator of Stations WKY, Oklahoma City, and KVOR, Colorado Springs — Represented by The Katz Agency, Inc.

New England's Largest Sports Audience



WAAB	Boston
WEAN	Providence
WICC	Bridgeport New Haven
WTHT	Hartford
WNLC	New London
WSAR	Fall River
WSPR	Springfield
WHAI	Greenfield
WBRK	Pittsfield
WLBZ	Bangor
WFEA	Manchester
WLLH	Lowell Lawrence
WNBH	New Bedford
WATR	Waterbury
WLNH	Laconia
WRDO	Augusta
WCOU	Lewiston Auburn

FOR vivid descriptive accounts of baseball, racing, football, hockey and other sports, direct from the scene of action, New England sports fans listen to The Colonial Network. These broadcasts command the largest sports audiences in New England.

Baseball is first in popularity. Coincidental telephone surveys show that The Colonial Network's play-by-play broadcasts of American and National League games have by far the largest afternoon audience of any New England radio feature. This year, with Frankie Frisch, former major league manager, announcing, the Colonial stations are sure to increase this tremendous following.

The broadcast of the first race direct from Suffolk Downs, Rockingham Park or Narragansett is second only to the baseball broadcast in the size of its daily audience.

The Colonial Network covers every important professional, collegiate and amateur sports event, from a wrestling bout at the Arena to the swimming meet at Harvard—gives the New England audience its sports news *as it happens,* completely, expertly, entertainingly.

Here is a ready-made audience, from all income groups, whose size and loyalty offer rich sales possibilities. Only through The Colonial Network can you reach this audience. It makes seventeen important markets immediately accessible, a larger productive sales territory than can be reached through any other medium at equally low cost.

The COLONIAL NETWORK

21 BROOKLINE AVENUE, BOSTON, MASSACHUSETTS
EDWARD PETRY & CO., INC., *Exclusive National Representatives*

Published semi-monthly, 25th issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.

We're in the mixing business, *too* . . .

With an audience the size of the WSM audience, with all ages and all sexes in cities, towns and on farms, turning to 650 kilocycles everyday for news, information and entertainment—

WSM must do, *and does,* more than merely offer a network outlet. This station, *realizing a fundamental obligation*, makes certain that no day passes *without broadcasts designed and built in its own studios for the needs and the tastes of each class of listeners.*

Such mixing of broadcast appeal cannot be haphazardly done. It can only come out of long and uninterrupted intimacy with the likes and dislikes of this great and heterogeneous mass of people. It requires the services of one of America's largest single station talent staffs. *It is something which only years of work can create.*

But—the rewards are richly worth the effort. To WSM it has brought, is still bringing, an audience outstanding over all America for size and loyalty. To you, as an advertiser, it offers concentrated buying power, customers *who can spend, who do spend,* for *whatever* is offered on *their* radio station.

May We Show You Proof?

THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY INCORPORATED SHIELDS YOU

[illegible] Air Castle of the South

WSM

NASHVILLE, TENNESSEE

CLEAR CHANNEL

50,000 WATTS

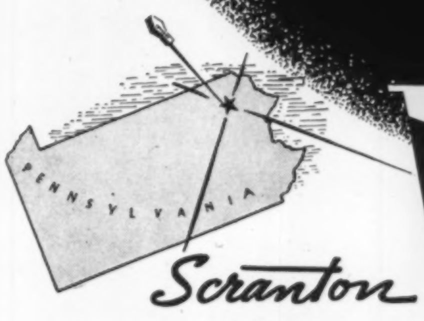
N B C

National Representatives: Edward Petry & Co.

The Faith of Our Audience Comes First

. . . and FOUND

a Starch Personal Interview Survey found that 98% of the daytime listeners and 96% of the evening listeners in Northeastern Pennsylvania tune regularly to WGBI for CBS entertainment and many programs of exceptional local and regional interest. Proving that one station alone, WGBI will do your selling job quickly, successfully and economically.

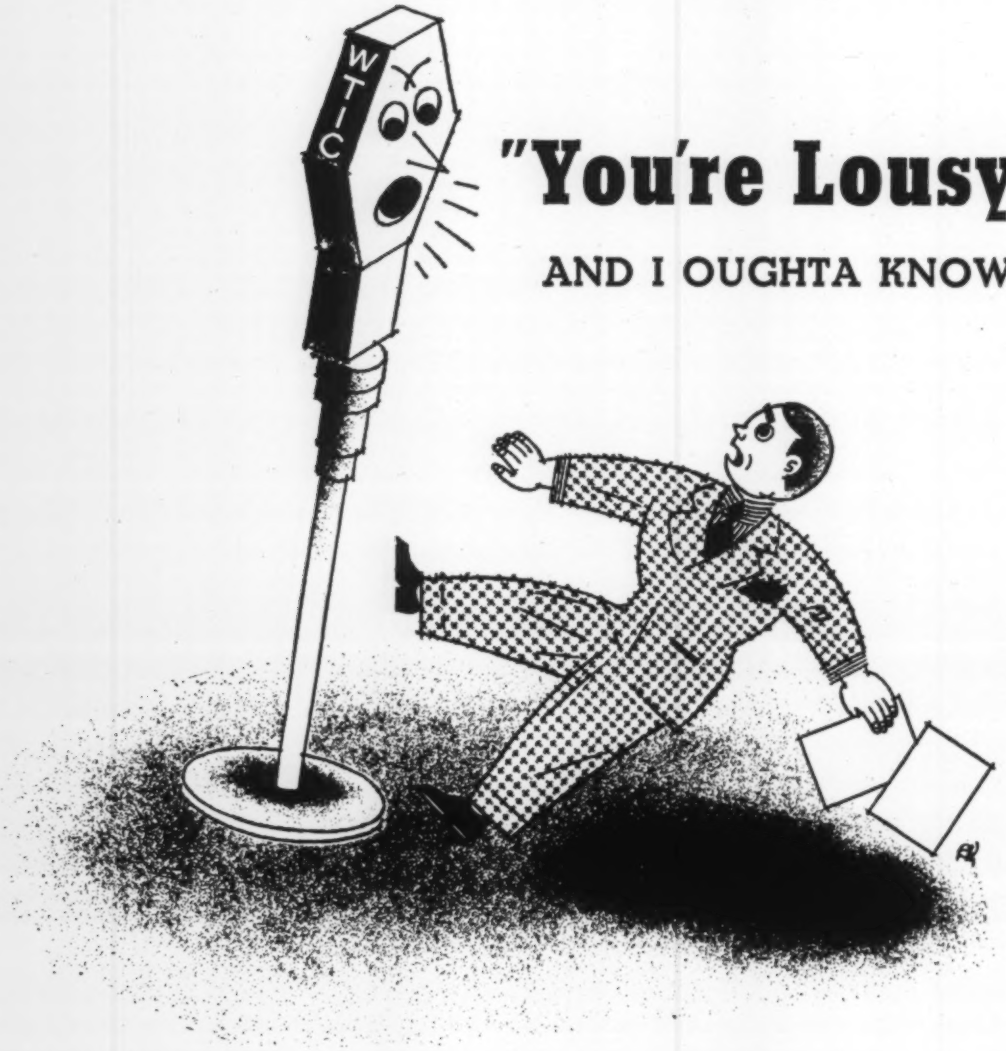


Scranton WGBI Penna.

1000 WATTS L.S. 500 WATTS NIGHT 880 Kc.
SCRANTON BROADCASTERS, INC· Frank Megargee, PRESIDENT
NATIONAL REPRESENTATIVES: John Blair and Co.

"You're Lousy–

AND I OUGHTA KNOW!"



"I've listened to your program every morning for three solid years, and I still think you're lousy." Those were a listener's very words, and we have his letter to prove it.

Of course it just isn't in the cards to please everybody with every program from dawn to sign-off. But what interests us particularly is, why did this fellow bother to listen every morning if he didn't like the show! And for three years, too!

The answer: he has the WTIC habit. He knows that if he doesn't like one show, there'll be another one along in a few minutes that he WILL like. And he knows we welcome his comments, too. For part of this "WTIC habit" includes a healthy correspondence between listeners and the station.

There's a big slice of Southern New England families who have this WTIC habit. And they've had it for many years. We know because otherwise we wouldn't be doing such a profitable job for so many people with goods to sell in this billion dollar market. When can we put our ability to work, to get and HOLD an audience . . . . . . for you?

IN SOUTHERN NEW ENGLAND WTIC RATES

FIRST

- IN LISTENER POPULARITY BY 2 TO 1 IN THE HARTFORD AREA
- IN NUMBER OF NETWORK ADVERTISERS
- IN NUMBER OF NATIONAL SPOT ADVERTISERS

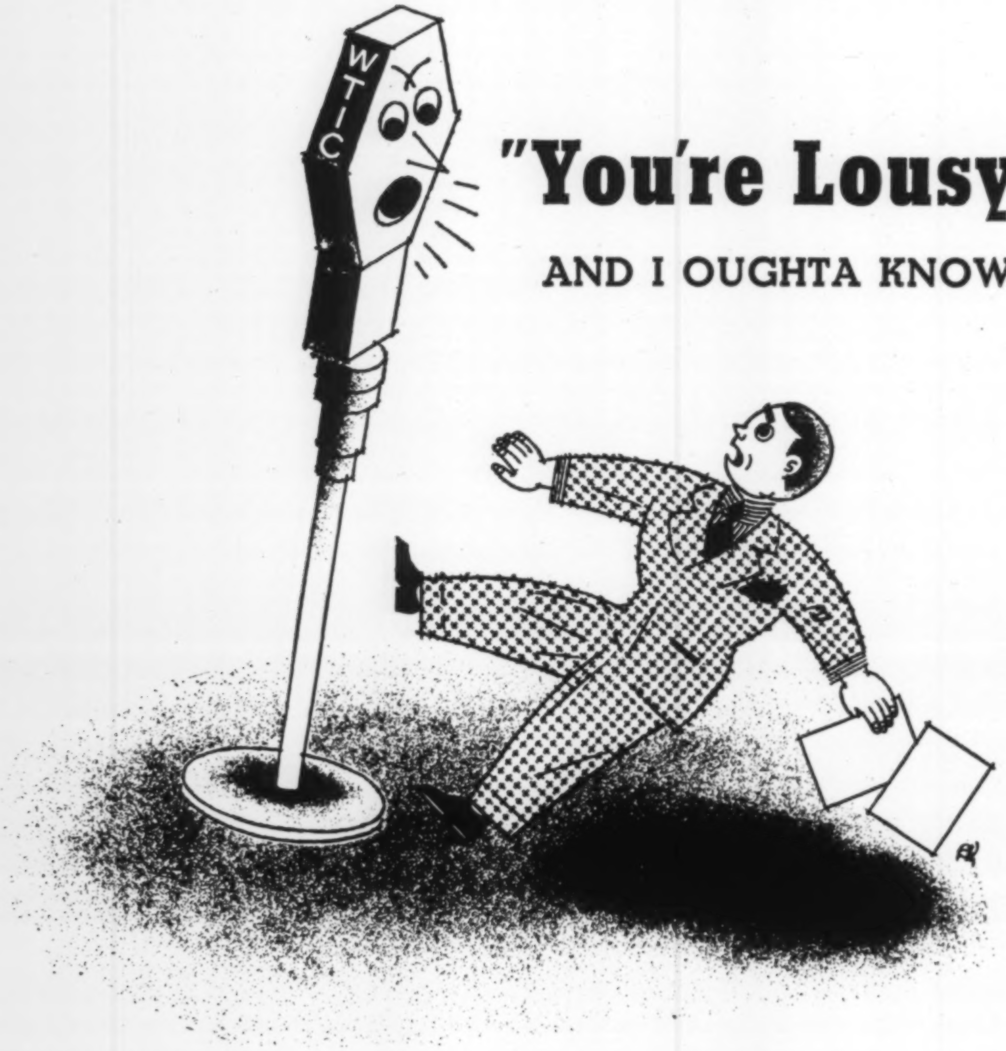
WTIC

50,000 WATTS · HARTFORD, CONN.

The Station With the Friendly Audience

The Travelers Broadcasting Service Corporation
Member NBC Red Network and Yankee Network
Representatives: Weed & Company
New York Chicago Detroit San Francisco

XUM



"You're Lousy–

AND I OUGHTA KNOW!"

"I've listened to your program every morning for three solid years, and I still think you're lousy." Those were a listener's very words, and we have his letter to prove it.

Of course it just isn't in the cards to please everybody with every program from dawn to sign-off. But what interests us particularly is, why did this fellow bother to listen every morning if he didn't like the show! And for three years, too!

The answer: he has the WTIC habit. He knows that if he doesn't like one show, there'll be another one along in a few minutes that he WILL like. And he knows we welcome his comments, too. For part of this "WTIC habit" includes a healthy correspondence between listeners and the station.

There's a big slice of Southern New England families who have this WTIC habit. And they've had it for many years. We know because otherwise we wouldn't be doing such a profitable job for so many people with goods to sell in this billion dollar market. When can we put our ability to work, to get and HOLD an audience . . . . . . for you?

IN SOUTHERN NEW ENGLAND WTIC RATES

FIRST

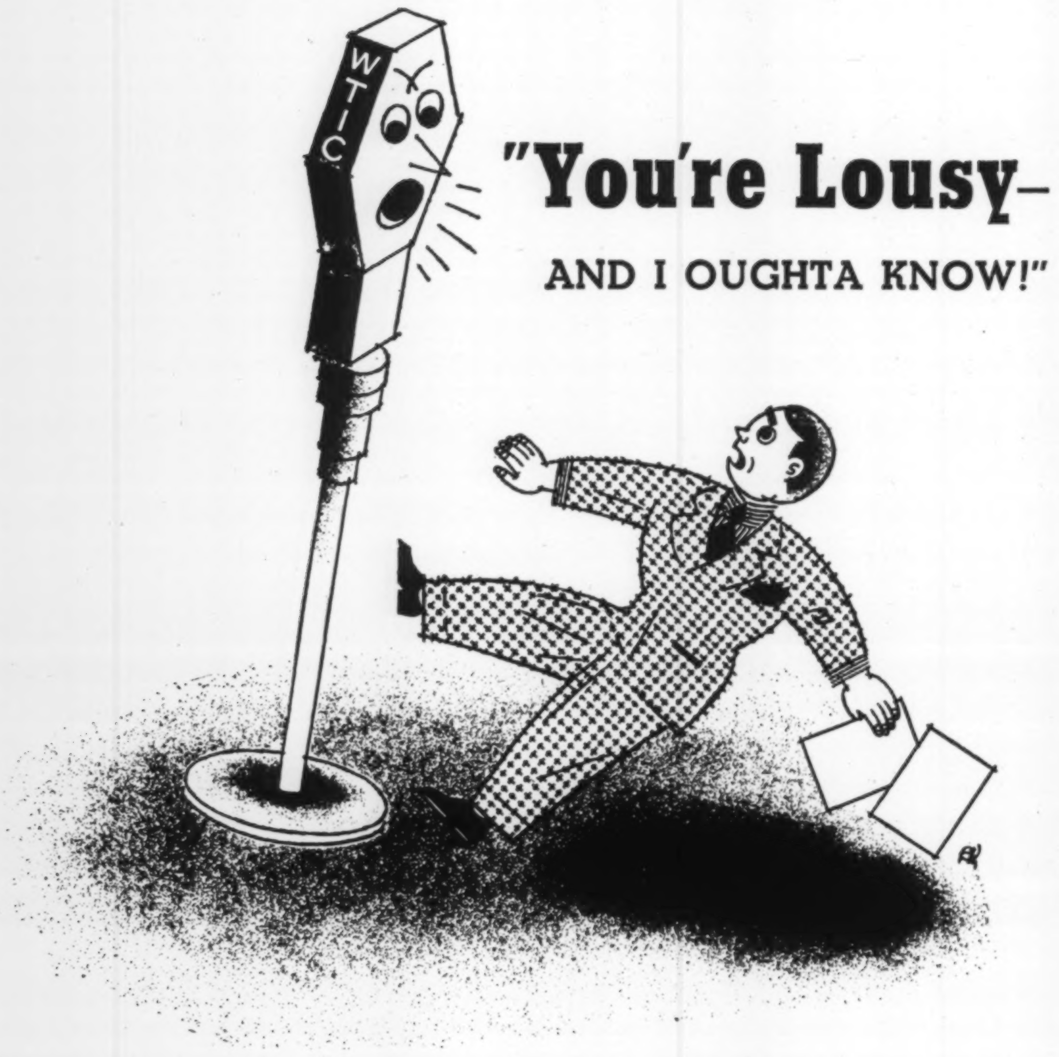
- IN LISTENER POPULARITY BY 2 TO 1 IN THE HARTFORD AREA
- IN NUMBER OF NETWORK ADVERTISERS
- IN NUMBER OF NATIONAL SPOT ADVERTISERS

WTIC

50,000 WATTS · HARTFORD, CONN.

The Station With the Friendly Audience

The Travelers Broadcasting Service Corporation
Member NBC Red Network and Yankee Network
Representatives: Weed & Company
New York Chicago Detroit San Francisco



"You're Lousy—
AND I OUGHTA KNOW!"

"I've listened to your program every morning for three solid years, and I still think you're lousy." Those were a listener's very words, and we have his letter to prove it.

Of course it just isn't in the cards to please everybody with every program from dawn to sign-off. But what interests us particularly is, why did this fellow bother to listen every morning if he didn't like the show! And for three years, too!

The answer: he has the WTIC habit. He knows that if he doesn't like one show, there'll be another one along in a few minutes that he WILL like. And he knows we welcome his comments, too. For part of this "WTIC habit" includes a healthy correspondence between listeners and the station.

There's a big slice of Southern New England families who have this WTIC habit. And they've had it for many years. We know because otherwise we wouldn't be doing such a profitable job for so many people with goods to sell in this billion dollar market. When can we put our ability to work, to get and HOLD an audience . . . . . . for you?

IN SOUTHERN NEW ENGLAND WTIC RATES

FIRST

- IN LISTENER POPULARITY BY 2 TO 1 IN THE HARTFORD AREA
- IN NUMBER OF NETWORK ADVERTISERS
- IN NUMBER OF NATIONAL SPOT ADVERTISERS

WTIC

50,000 WATTS · HARTFORD, CONN.

The Station With the Friendly Audience

The Travelers Broadcasting Service Corporation
Member NBC Red Network and Yankee Network
Representatives: Weed & Company
New York Chicago Detroit San Francisco

THOSE WHO KNOW CINCINNATI BEST BUY WKRC

Cincinnati firms have a complete understanding of the local radio situation. So they buy WKRC...Because they have found WKRC reaches and sells greater Cincinnati's 1,045,600 consumers.

WKRC's local sponsors—the most important group of Cincinnati firms using radio . . . a veritable blue book of prominent Cincinnati companies.

FIRM	PRODUCT
Procter & Gamble	Camay Soap
Rubel Baking Co.	Heidelberg Rye
Carter Coal Co.	Olga Coal
Allied Florists Assn.	Flowers
Fifth-Third Bank	Personal Loans
Ubiko Milling Co.	Lifeguard Dog Food
Semet-Solvay Co.	Coal & Coke
Capitol Clothes Shop	Men's Clothiers
Hotel Alms	Hotel Service
Miami Butterine Co.	Fairview Margarine
Albers Super Markets	Alberly Coffee
Wurlitzer Company	Musical Instruments
Lueger Furniture Co.	Furniture
Monarch Foods	Food Products
Rainbo Bread Co.	Rainbo Breads
Tennenbaum Bros.	Furniture
Dodge Bros. Dealers	Dodge Autos
L. T. Patterson & Dealers	Chrysler & Plymouth Cars
Gran Piano Co.	Steinway Pianos
Wexler Millinery	Millinery
Queen Optical Co.	Glasses, etc.
Queen City Carpet Co.	Carpet Cleaning
Weinberg Baking Co.	Weinberg's Breads
Kilgen Organ Co.	Organs
Banner Baking Co.	Taystee Bread

WKRC COLUMBIA'S STATION FOR CINCINNATI

Owned and operated by Columbia Broadcasting System. Represented by Radio Sales: New York, Chicago, Detroit, St. Louis, Cincinnati, Milwaukee, Charlotte, N. C., Los Angeles, San Francisco

THOSE WHO KNOW CINCINNATI **BEST** BUY WKRC

Cincinnati firms have a complete understanding of the local radio situation. So they buy WKRC...Because they have found WKRC reaches and sells greater Cincinnati's 1,045,600 consumers.

WKRC's local sponsors—the most important group of Cincinnati firms using radio . . . a veritable blue book of prominent Cincinnati companies.

FIRM	PRODUCT
Procter & Gamble	Camay Soap
Rubel Baking Co.	Heidelberg Rye
Carter Coal Co.	Olga Coal
Allied Florists Assn.	Flowers
Fifth-Third Bank	Personal Loans
Ubiko Milling Co.	Lifeguard Dog Food
Semet-Solvay Co.	Coal & Coke
Capitol Clothes Shop	Men's Clothiers
Hotel Alms	Hotel Service
Miami Butterine Co.	Fairview Margarine
Albers Super Markets	Alberly Coffee
Wurlitzer Company	Musical Instruments
Lueger Furniture Co.	Furniture
Monarch Foods	Food Products
Rainbo Bread Co.	Rainbo Breads
Tennenbaum Bros.	Furniture
Dodge Bros. Dealers	Dodge Autos
L. T. Patterson & Dealers	Chrysler & Plymouth Cars
Gran Piano Co.	Steinway Pianos
Wexler Millinery	Millinery
Queen Optical Co.	Glasses, etc.
Queen City Carpet Co.	Carpet Cleaning
Weinberg Baking Co.	Weinberg's Breads
Kilgen Organ Co.	Organs
Banner Baking Co.	Taystee Bread

WKRC COLUMBIA'S STATION FOR CINCINNATI

Owned and operated by Columbia Broadcasting System. Represented by Radio Sales: New York, Chicago, Detroit, St. Louis, Cincinnati, Milwaukee, Charlotte, N. C., Los Angeles, San Francisco

XUM

THOSE WHO KNOW CINCINNATI BEST BUY WKRC

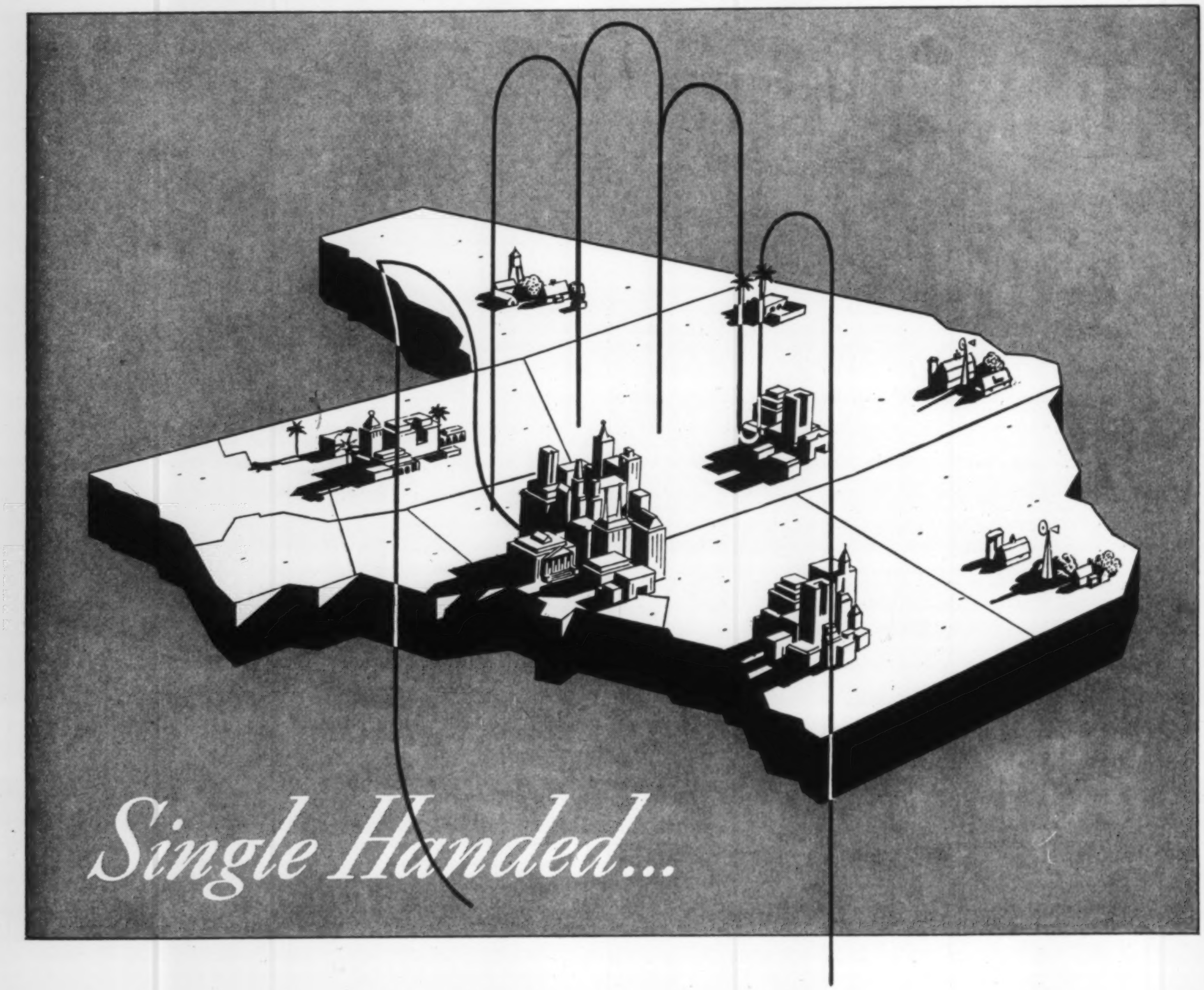
Cincinnati firms have a complete understanding of the local radio situation. So they buy WKRC...Because they have found WKRC reaches and sells greater Cincinnati's 1,045,600 consumers.

WKRC's local sponsors — the most important group of Cincinnati firms using radio . . . a veritable blue book of prominent Cincinnati companies.

FIRM	PRODUCT
Procter & Gamble	Camay Soap
Rubel Baking Co.	Heidelberg Rye
Carter Coal Co.	Olga Coal
Allied Florists Assn.	Flowers
Fifth-Third Bank	Personal Loans
Ubiko Milling Co.	Lifeguard Dog Food
Semet-Solvay Co.	Coal & Coke
Capitol Clothes Shop	Men's Clothiers
Hotel Alms	Hotel Service
Miami Butterine Co.	Fairview Margarine
Albers Super Markets	Alberly Coffee
Wurlitzer Company	Musical Instruments
Lueger Furniture Co.	Furniture
Monarch Foods	Food Products
Rainbo Bread Co.	Rainbo Breads
Tennenbaum Bros.	Furniture
Dodge Bros. Dealers	Dodge Autos
L. T. Patterson & Dealers	Chrysler & Plymouth Cars
Gran Piano Co.	Steinway Pianos
Wexler Millinery	Millinery
Queen Optical Co.	Glasses, etc.
Queen City Carpet Co.	Carpet Cleaning
Weinberg Baking Co.	Weinberg's Breads
Kilgen Organ Co.	Organs
Banner Baking Co.	Taystee Bread

WKRC COLUMBIA'S STATION FOR CINCINNATI

Owned and operated by Columbia Broadcasting System. Represented by Radio Sales: New York, Chicago, Detroit, St. Louis, Cincinnati, Milwaukee, Charlotte, N. C., Los Angeles, San Francisco


Single Handed...

KNX DELIVERS ***ALL THREE*** IN SOUTHERN CALIFORNIA

...the hub...the spokes...the rim:
urban...suburban...and rural radio homes
...at the lowest cost per thousand listeners.*

This one great 50,000 watt station gives you "local station" coverage in the *billionaire* hub market, Los Angeles—in important sub-centers like San Diego and Santa Barbara.** And in each of 112 flourishing Southern California communities of 2500 and over. *Also* – at no extra cost—balanced coverage throughout the rural areas.

You reach **98.3%** of all radio homes in this prosperous region—intensively, day and night.

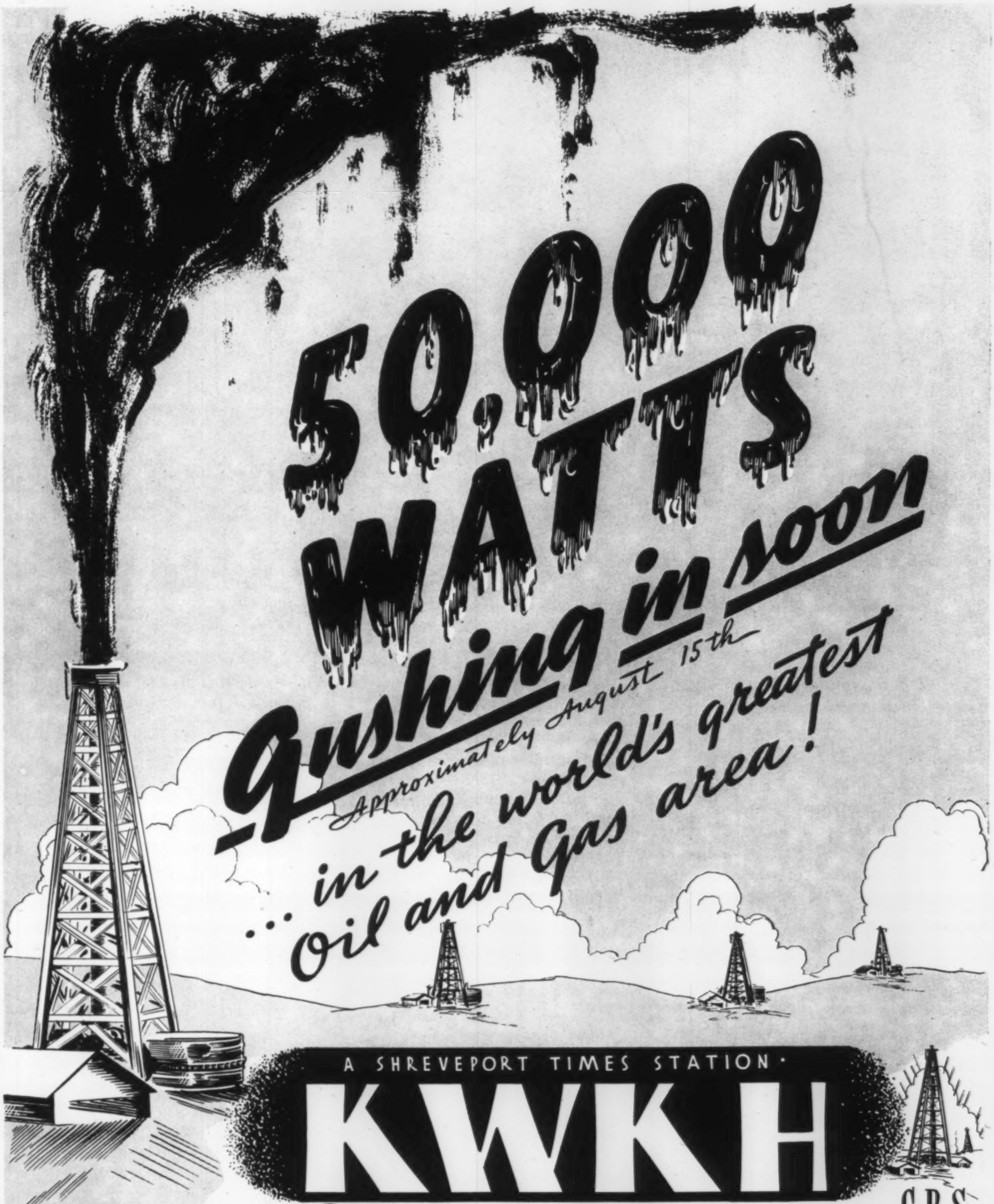
And – as a *bonus* in the evening—KNX offers you the greatest primary coverage of any station in the West. Brilliant and powerful—its clear channel signal soars, nightly, beyond Southern California's borders into the vast "in-between" regions of the West. Into 3½ million additional homes in 258 counties of the 11 Western States.

★ See every competent Los Angeles and Southern California survey ever made.
★★ The new KNX Transmitter gives directionalized, over-salt-water reception in both Santa Barbara and San Diego.

KNX
50,000 WATTS

THE CBS STATION FOR SOUTHERN CALIFORNIA

COLUMBIA SQUARE, LOS ANGELES **REPRESENTED BY RADIO SALES**



50,000 WATTS

Gushing in soon

Approximately August 15th

... in the world's greatest Oil and Gas area!

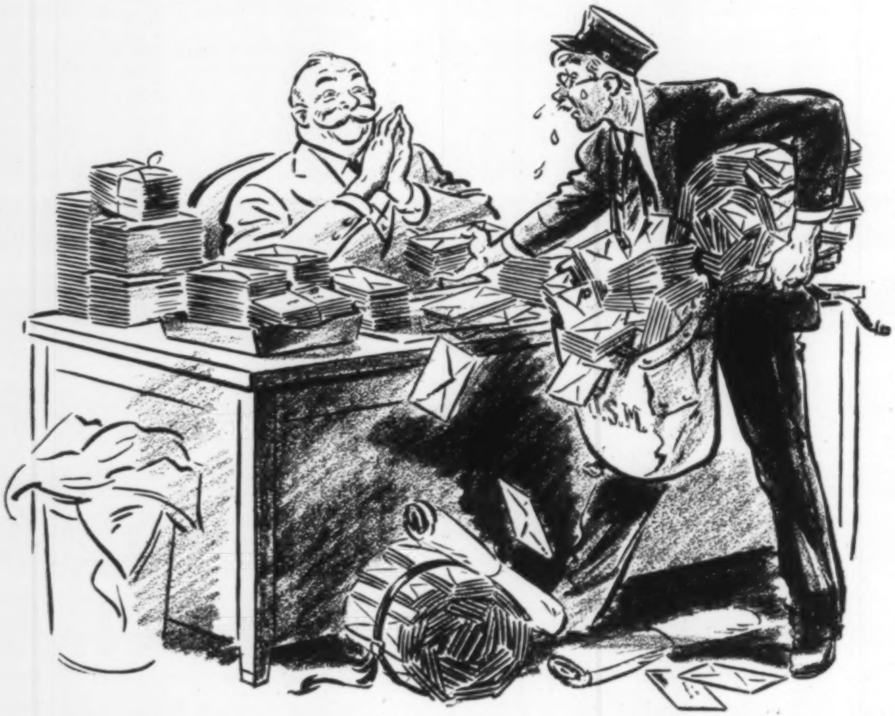
A SHREVEPORT TIMES STATION

KWKH

Represented by THE BRANHAM CO.

CBS

SHREVEPORT, Louisiana



"Dear me, Colonel-it's 17,279!"

Some radio stations pull mail. Some don't. Free & Peters knows which — and why — and when! For instance:

The sponsor of a local talent program on one of our stations recently made a simple booklet offer . . . the booklet containing pictures of the cast and jokes used by the leading comedy team. That was on Saturday night. By *Monday noon*, 17,279 letters had come in—and the entire cost for both time and talent was exactly $356.50!

Now we won't say that the total number of replies didn't surprise us a little—but the big point is that we *knew* the station, *knew* the program, *knew* the hour, *knew* that it was a good buy for any advertiser who would take our recommendation on it.

Incidentally, another half-hour of that same program is now available. May we tell you about it?

Exclusive Representatives:

WGR-WKBW	Buffalo
WCKY	Cincinnati
WOC	Davenport
WHO	Des Moines
WDAY	Fargo
WOWO-WGL	Ft. Wayne
KMBC	Kansas City
WAVE	Louisville
WTCN	Minneapolis-St. Paul
WMBD	Peoria
KSD	St. Louis
WFBL	Syracuse

Southeast

WCSC	Charleston
WIS	Columbia
WPTF	Raleigh
WDBJ	Roanoke

Southwest

KGKO	Ft. Worth-Dallas
KTUL	Tulsa

Pacific Coast

KOIN-KALE	Portland
KSFO	San Francisco
KVI	Seattle-Tacoma

FREE & PETERS, INC.

(and FREE, JOHNS & FIELD, INC.)

Pioneer Radio Station Representatives

CHICAGO
180 N. Michigan
Franklin 6373

NEW YORK
247 Park Ave.
Plaza 5-4131

DETROIT
New Center Bldg.
Trinity 2-8444

SAN FRANCISCO
One Eleven Sutter
Sutter 4353

LOS ANGELES
C. of C. Bldg.
Richmond 6184

ATLANTA
617 Walton Bldg.
Jackson 1678

BROADCASTING
and
Broadcast Advertising

Vol. 16. No. 8 WASHINGTON, D. C., APRIL 15, 1939 $3.00 A YEAR—15c A COPY

President Will Make First Disc Speech

By SOL TAISHOFF

National Emergency Council Is Seen as New Clearing House for Government Broadcasting Activities

PRESIDENT Roosevelt himself next month will launch a new transcribed series of Government broadcasts—marking the first time a chief executive has used the transcription medium—in a venture that may be the forerunner of centralization of all Government radio programs in the National Emergency Council and its branch offices.

Titled *United States Government Reports*, the transcription series will open May 9 with a 15-minute recording by the President on the "state of the nation". It will be placed on approximately 150 stations, averaging three per State, and will be followed in succeeding weeks through July by members of the Cabinet in order of seniority. The series will include interviews with the President and members of his Cabinet by Lowell Mellett, executive director of NEC, and former executive editor of the Scripps-Howard Newspaper Alliance. Membership of the Council includes the President, Vice-President, Cabinet and the executive heads of virtually all of the larger independent administrative agencies.

A Clearing House

The new series will run each Tuesday up to and including July 17, featuring the transcribed interviews with members of the Cabinet by order of seniority. It is an extension of "live" programs under the same title carried since last September over independent stations through the 42 regional NEC offices, covering activities of the various governmental branch agencies in those jurisdictions. All these programs have been under the direction of NEC headquarters in Washington.

Because the scope of NEC's new activity in the radio field covers practically all agencies of the Government, it is viewed in informed circles as another important stride toward setting up of a Government "clearing house" for all Government radio, with the possible exception of the extensive farm service conducted by the Department of Agriculture.

Robert I. Berger, radio director of NEC and former radio director of the Democratic National Committee, is in executive charge of the work and has coordinated all of the field operations.

The President, in launching the series next month, is expected to point out that it will mark the initial use by the executive branch of the Government of the new medium of electrical transcriptions. During the series, which will be continued to include independent agencies as well as the executive departments, each official will report on his own sphere of activity. Mr. Berger stated that the series is entirely factual and non-partisan. It is not designed to take the place of nationwide network presentations by heads of Government departments and is entirely non-dramatic in that the interview type of presentation will be employed.

Because of sporadic protests from broadcasters over constantly mounting demands of Government agencies for free time, NEC for the last year has been evolving the plan for a "clearing house" for Federal programs. While each independent agency or department would maintain its own public relations or radio relations staff, clearance of time would be handled through NEC, and coordinated in such fashion as to impose least possible hardship upon stations. In that manner also, it has been advocated, a definite limit on the amount of time requested by governmental agencies could be established and probably would be welcomed by stations. Moreover, it would make for more professional handling of script, transcription or program, it is held.

Exclusive Rights

The new *United States Government Reports* series is being transcribed by Allied Recording Co., Los Angeles. U. S. Recording Co., Washington, is making the masters. A maximum of 150 pressings is being made for each of the programs in the President-Cabinet series. These are being placed locally by the NEC regional and State directors, with no specified time of the day as to rendition. Some 115 stations which have been carrying the regional series since last September are being given the exclusive presentation rights for the new series in their own districts.

NEC RADIO DIRECTOR

ROBERT I. BERGER

The regional and State NEC series, which included interviews by NEC directors or others with the heads of other Governmental agencies in their jurisdictions, such as WPA, Federal Housing, Customs, Internal Revenue and the like, have averaged about three a week, Mr. Berger declared. The series has been on a non-network basis and it has been found that many entirely independent stations have been gratified over the opportunity of carrying such programs.

Publicity on individual interviews is released locally, it was pointed out. Texts of the interviews are mailed to stations from Los Angeles along with the recordings for simultaneous release locally.

Central Clearing House

The plan for the central clearing house for radio, under the aegis of NEC, has gathered momentum in recent months, it was observed. In setting up such an organization, familiar with the vicissitudes of both network and local broadcasting, it is felt it would be possible to clear up many of the difficulties inherent in hit-and-miss solicitation of time by various Government departments.

For example, if one agency had procured time on a major network for a particularly timely broadcast, it would be possible to stagger other Governmental addresses over competitive networks in non-conflicting fashion. Moreover, an agency such as Internal Revenue Bureau as a public service matter is interested in advising taxpayers on income tax problems in advance of the March 15 deadline but during the balance of the year would have little occasion to use time. Similarly, the Labor Department may be interested in special broadcasts prior to Labor Day but otherwise would have little occasion to use the air during the balance of the year.

Membership of NEC

Members of NEC, in addition to the President and Vice-President, are Secretary of State Hull, Secretary of the Treasury Morgenthau, Secretary of War Woodring, Attorney General Murphy, Postmaster General Farley, Secretary of the Navy Swanson, Secretary of the Interior Ickes, Secretary of Agriculture Wallace, Secretary of Commerce Hopkins, and Secretary of Labor Perkins, representing the executive branch. In addition, other members are the Director of the Bureau of the Budget, administrators of the Agricultural Adjustment Administration, Federal Alcohol Administration, Resettlement Administration, Rural Electrification Authority and Works Progress Administration.

Other members are the chairmen of the FCC, Central Statistical Board, Federal Deposit Insurance Corp., Federal Home Loan Bank, Federal Power Commission, Federal Reserve Board, Federal Trade Commission, Interstate Commerce Commission, Reconstruction Finance Corporation, Securities & Exchange Commission, Social Security Board, Tennessee Valley Authority.

Additional members are Dr. Isador Lubin, Commissioner of Labor Statistics, Robert Fechner, chairman of the CCC, Stuart McDonald, chairman, Federal Housing Administration, F. F. Hill, chairman, Farm Credit Administration, and W. Lee Pierson, president, Export Import Bank.

Olds Using Spots; Studebaker Adds

Detroit Uncertainty Delaying Other Motor Advertising

RETURN of the Olds division of General Motors Corp. to radio for the first time since spots were used to herald its 1939 models last fall was disclosed in Detroit with word that the company is scheduling 25 stations to carry 50 and 100-word spots during April, mostly on a six-weekly basis. No decision has been made whether they will be continued into May.

The station list, placed through D. P. Brother & Co., Detroit agency, follows: WSB WFBR WNAC WGR WCKY WGAR WFAA WWJ WXYZ KPRC WFBM KMBC KHJ WHAS WTMJ KSTP WSMB WOW KYW KDKA WJAR KSD KFRC KOMO WJSV.

Outlook Brightens

With Olds and Studebaker now on the air, the outlook for automotive radio advertising would appear brighter, although there is yet no indication of definite activity along such lines. The auto companies generally were ready to release augmented spring advertising campaigns a month ago but the current uncertainty in management quarters is reflecting itself in carefully controlled advertising expenditures, as a result of which radio resumptions are likely to be delayed.

Studebaker during the week of April 10 added 13 stations to the 61 [BROADCASTING, April 1] carrying the thrice-weekly quarter-hour discs to introduce its new Champion. The program features Lowell Thomas and Ted Husing, with Richard Himber's orchestra. According to N. J. Cavanaugh, radio director of Roche, Williams & Cunnyngham, Chicago agency handling the account, the following stations have been added: WAPI WBRY WFLA WBOW WOC KYSM WIBX WBIG WKBN WLEU WHP WGBI WDBJ.

O'DANIEL IS USING MEXICAN STATION

PAT O'DANIEL, son of Texas' Gov. W. Lee O'Daniel and now president of his father's Hillbilly Flour Co., Fort Worth, on April 12 cancelled two of his three commercial programs over WBAP, Fort Worth, an outlet which has long been used along with Texas Quality Network and other stations in the buildup of the O'Daniel commercial and political interests.

Since O'Daniel moved to the State capital at Austin, the flour mill's famed *Hillbilly* programs have originated from there, three quarter-hours a week, of which only one is now retained. With the cancellation, it was disclosed that the company has started using two hours a week over XEAW, rated at 100,000 watts on 960 kc. and located at Reynosa, Mexico, just across the border from McAllen, Tex.

XEAW recently was purchased from interests including Dr. John R. Brinkley by Carr P. Collins, Gov. O'Daniel's political advisor. It was reported that the Governor's free Sunday afternoon period of salutes from Austin, carried on WBAP, will be continued.

Ford on Michigan Net

FORD MOTOR Co., Detroit, has started a thrice-weekly farm market program, titled *Ford Farm Almanac*, on WXYZ, Detroit, and the Michigan Network. Featured is the "Ford Farm Editor" as commentator on agricultural news, along with old-time and ballad music. The program is sponsored Mondays, Wednesdays and Fridays and carried sustaining on Tuesdays and Thursdays. Agency is N. W. Ayer & Son, Philadelphia.

Flit in South

STANCO Co., New York (Flit), on April 3 started a campaign of 15 spot announcements weekly on the following list of southern stations: WSB WAPI WFAA KTRH WJDX WJAX KHJ WHAS WIOD and WOAI. McCann-Erickson, New York, handles the account.

Appliance Firm Tests

BROOKS RUPTURE APPLIANCE Co., Marshall, Mich., has started a series of five weekly spot announcements on five Midwestern stations in a test campaign that may be expanded during the summer. Matteson-Fogarty-Jordan Co., Chicago, handles the account.

Emerson Radio Starts

EMERSON Radio & Phonograph Corp., New York, on April 17 will sponsor a thrice-weekly news program for 13 weeks on WMCA, New York, and WOL, Washington. Lightfoot Associates, New York, placed the contract.

LEVER BROS Co., Cambridge, Mass., will take advantage of CBS's new six-week summer layoff policy [BROADCASTING, March 15] by giving a vacation to three of its night-time shows—*Lux Radio Theater*, *Big Town* for Rinso, and the *Lifebuoy* program with Dick Powell. Ruthrauff & Ryan, New York, handles the latter two shows, and the Lux program is placed by J. Walter Thompson Co., New York.

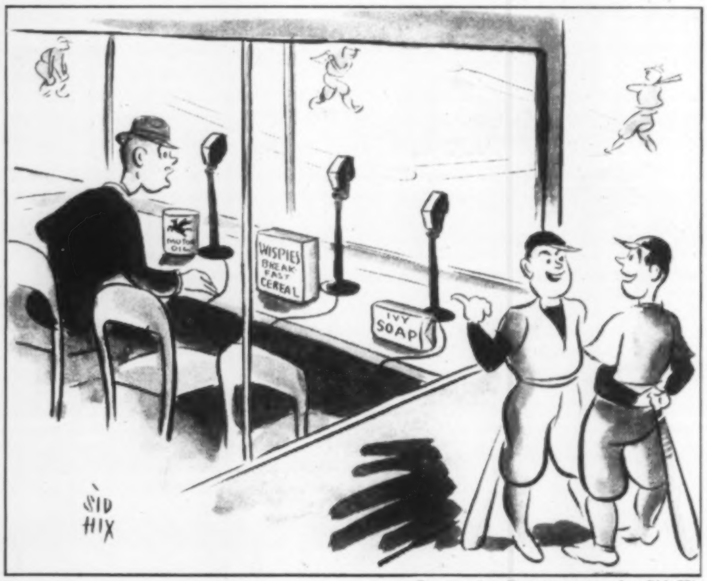
BOTH the May 10 Dixie Handicap and May 15 Preakness, to be run at the Pimlico track in Baltimore, will be covered exclusively on NBC-Red by American Oil Co., Baltimore. Clem McCarthy and Geo. Hicks will announce.

THE TITLE "Commisioner" was conferred April 13 on Frederick Ingate Thompson, publisher of the *Montgomery* (Ala.) *Journal*, as he took the oath of office as a member of the FCC succeeding Judge E. O. Sykes, who resigned as of April 5 after 12 years of service. Administering the oath is Miss Pansy E. Wiltshire, notary public in the FCC Secretary's office. Mr. Thompson was confirmed by the Senate April 8, after nomination by the President March 28. He will attend his first regular FCC meeting April 17. Present at the swearing in were Chairman McNinch and other FCC staff members.

No Movie Censorship

PUBLISHED reports that NBC, CBS and Mutual-Don Lee Broadcasting System have reached an agreement with the Association of Motion Picture Producers Inc. (Will Hays office), Hollywood, permitting the latter to censor all radio commentator copy on film activities, have been refuted with indignation by network officials on the West Coast. It was pointed out that if networks permitted such action, every industry would expect the same treatment and thereby curb "freedom of speech".

SEARS, ROEBUCK & Co., Chicago, has placed a five-weekly quarter-hour program, *Grandma Travels*, on Texas State Network, to start May 1. Agency is Blackett-Sample-Hummert, Chicago.



Drawn for BROADCASTING by Sid Hix

"He Has Three Sponsors This Year and Isn't Taking Any Chances."

Durstine Quitting BBDO, Reviving Rumor He Will Become CBS Sales Chief

ROY S. DURSTINE, president of Batten, Barton, Durstine & Osborn, resigned from the agency at a meeting of its board of directors on April 10. His future plans were not announced but the resignation has revived the rumor, prevalent last fall, that he would join CBS as vice-president in charge of sales. That post has been vacant since the resignation of H. K. Boice to return to the agency field. No confirmation of the rumor, however, has been forthcoming from either Mr. Durstine or the network.

Bruce Barton, chairman of the BBDO board and a member of Congress, was elected president, and William H. Johns, chairman of the executive committee, was elected to succeed him as chairman of the agency's board. Alex F. Osborn. vice-president in charge of the Buffalo office, was elected executive vice-president and will make his headquarters in New York. F. R. Feland, agency treasurer, succeeds Mr. Johns as chairman of the executive committee. Other BBDO officers remain the same.

A co-founder of the agency with Mr. Barton and Mr. Osborn in 1919, Mr. Durstine became vice-president and general manager at the time of the merger with the Batten Co. in 1928, and was elected president in 1936. A pioneer in the use of radio as an advertising medium, Mr. Durstine conceived and sold the *Atwater Kent Hour*, one of radio's first big name programs. He organized the BBDO radio department and directed it personally for many months, and was one of the first advertising men to insist that program planning and production was essentially an agency function.

Boost in Network Sales For Summer Is Indicated

MAJOR networks have licked the summer slump problem, for this year at least, they indicated in statements April 13. CBS announced it had signed $6,313,829 in the last 30 days, of which $4,058,433 was new business. New accounts are Bowey's, Brown & Williamson, Campbell's Soup, Griffin Mfg. Co., Holland Furnace Co. (one-time annual tulip festival), George A. Hormel & Co., Knox Gelatin Co., 20th Century Fox (Kentucky Derby), Staynor Corp., Sealtest, Old Trusty Dog Food Co. and Pure Oil Co.

NBC announced that it had signed eight new accounts in the last few weeks, including P & G, Lorillard (two), Brown & Williamson, General Mills, Westinghouse, Quaker Oats and Mars Inc. Niles Trammell, executive vice-president of NBC, declared that this "unprecedented action" on the part of advertisers definitely indicated a trend toward increased use of networks during the summer.

Roi Tan Schedule

AMERICAN TOBACCO Co., New York (Roi Tan cigars), takes its *Sophie Tucker* program off CBS May 5, and on May 8 starts a series of nine evening disc announcements a week, using 28 stations for 26 weeks. Lord & Thomas, New York, is agency.

FCC Winding Up Loose Ends of Inquiry

Studies Phases of Transcription Industry

By LEWIE V. GILPIN

WITH ONLY loose ends remaining, the FCC Network-Monopoly Inquiry appeared slated to wind up its six-month investigation during the week of April 17. It was indicated the formal record would be kept open until the end of the month to admit additional exhibits, including the contract under which CBS proposes to acquire World Broadcasting System, if and when that transaction is consummated.

To conclude the final phase of the inquiry, the committee, with Commissioner Walker alone sitting most of the time, heard representatives of transcription companies, and in its examination apparently sought to ascertain whether networks have tended to suppress that medium. The network-affiliate relationship, particularly in connection with contracts covering guaranteed clearance of time, was revived, however, with John Shepard 3d, president of Yankee Network, and Samuel R. Rosenbaum, president of WFIL, Philadelphia, and chairman of Independent Radio Network Affiliates, recalled to the stand April 11 to answer the basic question whether the FCC should step into network-affiliate contractual dealings. Both voiced emphatic objections.

It was considered likely other witnesses might be called during the April 17 week—perhaps including Elliott Roosevelt — to testify further on this aspect. Mr. Rosenbaum was recalled as chairman of the NBC-affiliate negotiating committee, with Mr. Shepard recalled because he is chairman of the MBS-negotiating committee. Mark Ethridge, WHAS, Louisville, chairman of the CBS negotiating committee, likewise had been asked to reappear but could not due to illness.

Possible Conclusions

As the hearings drew to a close, speculation centered around the possible nature of the committee's conclusions. Formulation of recommendations to Congress for broader legislation, probably to include authority to license networks, has been forecast. S. King Funkhouser, Virginia attorney retained several months ago as special counsel for the inquiry, probably will remain after the conclusion of the hearings to participate in the preparation of the committee's report.

American Federation of Musicians, which on previous occasions had been scheduled to testify during the hearings but withdrew, on April 10 again requested an opportunity to oppose elimination of the transcription announcement rule, which had been advocated by practically all witnesses appearing for transcription companies. Samuel T. Ansell, general counsel of the Federation, was tentatively scheduled to testify April 14 in that connection. Unless other station affiliates are recalled or voluntarily appear on network contracts, it was considered likely the formal hearings would conclude early during the week of April 17. CBS has been asked to produce a witness to testify in connection with its recent acquisition of American Record Corp.

WORLD Broadcasting System's pioneering in the development of transcriptions and spot broadcasting was recounted to the FCC Network Inquiry Committee April 12 by Percy L. Deutsch, president.

Running story of the FCC Network Inquiry hearings, with summaries of testimony of each witness, begins on page 64 of this issue.

Disc Witnesses

Percy L. Deutsch, president of World Broadcasting System and pioneer in the transcription field, in his testimony April 12 disclosed that the contract for sale of his company to CBS had been extended until April 28, from April 1. Terms of the proposed deal were not disclosed, though he stated World would be kept intact and he would remain as its head for three years under contract.

Whereas independent transcribers complained of refusal of NBC to permit off-the-line recordings from its studios, Mr. Deutsch did not criticize that practice and said he accepted it as a matter of policy. He also declared he felt transcriptions and networks were not competitive, again differing with other witnesses. He urged elimination of the transcription announcement entirely but emphasized particularly the desirability of removing it from the beginning of the program, calling such a requirement "discriminatory" since it placed the listener in the position of "pre-judging" transcriptions.

Disc Business Nearly 5 Million

Other transcription witnesses who testified during the April 4 week included C. Lloyd Egner, manager of NBC electrical transcriptions, who estimated that total transcription business for 1938 aggregated between $4,500,000 and $5,000,000; Jean V. Grombach, who complained about NBC's off-the-line recording policy; E. V. Brinckerhoff, who said his company's reference recording business had been "probably cut in half" by NBC's denial of facilities; Frank B. Walker, vice-president of RCA Mfg. Co. in charge of all recording activities, who opposed the use of phonograph records on the air because it tends to kill the market for the record itself; M. E. Tompkins, president of Associated Music Publishers, who opposed Government regulation of any character and advocated industry self-regulation; Albert Pulley, chief recording engineer of RCA Mfg. Co. on technical aspects; T. K. Stevenson, president of ERPI, and Joel C. R. Palmer, ERPI contract counsel, in connection with that company's ownership interest and development of World.

Preceding Mr. Deutsch on the stand April 12 was E. J. Rosenberg, executive vice-president of Transamerican Broadcasting & Television Corp., who described the operations of the Warner Bros. subsidiary but explained it did not actually engage in the manufacture or recording of transcriptions, farming out that work to RCA and AMP. C. O. Langlois, president of Langlois & Wentworth, testified April 13 in connection with his organization's tax-free transcription library. He was followed by J. R. Poppele, testifying in connection with the WOR Recording Service.

FCC Amends Network Inquiry Exhibits Involving Community of Interest Data

A HALF-DOZEN changes in the FCC data, offered as exhibits in the network inquiry, dealing with the "community of interest" of broadcast stations and denoting purported interlocking directorates, multiple ownership or group control, were made April 13 by the FCC Accounting Department, based on proof submitted to it that the associations did not exist. The corrected exhibits were placed in the record of the inquiry by DeQuincy V. Sutton, head accountant who had introduced the original data March 30.

The purport of the exhibits, based on the FCC study of responses to questionnaires, and other data submitted to it on request, was that some 340 of the commercial stations have a "community of interest with other licensees" [BROADCASTING, April 1].

One of the exhibits, which tied in KFEL, Denver, with the "Bell-Gaylord Group" operating WKY, Oklahoma City; KLZ, Denver, and KVOR, Colorado Springs, was corrected to eliminate the KFEL connection. The Commission had been advised that there was no basis for this association, which was premised upon the employment of a part-time engineer by the two Denver stations. As a consequence, KFEL was listed as one of the stations which did not have a "community of interest" with licensees of other stations.

Groups Separated

An original exhibit, which tied the Vee Bee Corp., including the Brush-Moore Group of newspapers and stations in Ohio, with the *Plain Dealer* group of stations, including WHK, WCLE, WKBN and WHKC, was changed to separate the two groups, since no connection was found to exist.

Separation of the so-called Storer Group of stations (WMMN, WALR, WWVA, WSPD, KIRO and WTOL), from the so-called Wilder Group (WNBX, WSYR and WJTN) was effected in the revision of another schedule. These groups had been tied together because George W. Smith, general manager of WWVA and a stockholder in the Storer Group, had been confused with another George W. Smith, listed as treasurer of WNBX of the Wilder Group. Horace L. Lohnes, Washington attorney for the Storer Group, personally testified that they were different individuals.

After introduction of the "community of interest" exhibits, Paul Porter, CBS counsel, during cross-examination of Mr. Sutton April 4 moved to strike the exhibit covering the "Cities Stores-Columbia-Gannett-Paramount Group", alleging it was "misleading" and gave a "distorted picture" of CBS interests in the stations included, some 34 of them being tied together.

Questioning of Mr. Sutton by the CBS counsel revealed that the CBS-Gannett tieup, involving 14 stations, resulted from holdings of Sam Pickard, CBS vice-president and director, of 656 out of 2,250 shares in KITE, Kansas City, along with one qualifying share in the same station held by Richard K. Phelps, president of First National Television Inc., KITE licensee. Mr. Phelps also holds 240 out of 1,000 shares in WOKO, Albany, partly owned by the Gannett newspapers.

Mr. Porter's motion to strike was overruled during the April 4 session. Coincidentally, it was stated the FCC took the position that the CBS relationship existed and that there was no reason to amend the schedule. It was also stated that at no time has the FCC represented these exhibits as showing "vertical control" but only a "community of interest".

WSJS, Winston-Salem, N. C., on April 3 was authorized by the FCC to increase its daytime power from 100 to 250 watts. On the same day the Commission denied as in default the application of Ben Farmer, co-owner and chief engineer of WGTM, Wilson, N. C., for a new local station on 1370 kc. in Concord, N. C.

STELLA UNGER, script writer, radio actress and producer, on April 15 resigned from the radio department of Erwin, Wasey & Co., New York. After a trip to Washington, Chicago, St. Louis, New Orleans and Hollywood, she will announce her future plans.

Magazine Reviews Media Preference

Third of Women Prefer Radio, *Ladies Home Journal* Finds

RADIO advertising was chosen the most appealing type of media advertising by 32% of the women of America who were questioned recently on "all advertising" by the *Ladies' Home Journal* for one of its series of surveys on questions of the day. The results, appearing in the May issue of the magazine, show that 44% of the women preferred magazine advertising, while newspaper advertising appealed to 24%. In the higher income groups —over $1,500 a year—and in the "under 30" age group, radio was preferred by 24% and 34% respectively.

Willing to Pay

To the question "Should advertising matter be left out of newspapers and magazines, and out of radio programs?", the radio vote was 80% opposed and 20% in favor, with the complaints of the minority group focussed on the point that "it takes too much time". In reference to newspapers, 96% voted no, and 95% were against the elimination of advertising in magazines.

A related question was whether the women would willingly pay three times as much for their newspapers and magazines and a fee to support radio stations if advertising were eliminated. The radio response showed that 15% of the women would pay the fee, while 85% said they would not. Regarding magazines and newspapers, 98% voted no in each case.

Considering the fact that more women than men listen to daytime radio programs, the *Journal* asked the question, "Do you think too much time is given to advertising on daytime programs?"

The results showed that 66% thought there was too much advertising before dark, but directly reversed their opinions for the same question applying to evening programs, 68% denying that evening advertising lessened their enjoyment of the programs. Said one woman, "in order to have such fine programs we must have advertising," and another remarked that "the programs are worth the price of listening to the advertising."

N. Y. Libel Exemption

NEW YORK's State Assembly on April 11 passed and sent to the Senate the Moffat Bill extending protection, under the libel and slander laws, to radio stations on the same basis as newspapers. The bill provides that no libel or slander actions may be maintained against a reporter, announcer, commentator, speaker, editor, broadcaster or proprietor of a radio broadcasting system for the broadcast of "a fair and true report, oral or written, of any judicial, legislative or other public and official proceedings, or for any title or headnote to such a report which is a fair and true title or headnote thereto".

KWNO, Winona, Minn., 250-watt daytime station on 1200 kc. which began operating last year, has been authorized by the FCC to go to full time on the same frequency, using 100 watts nights.

Jaquier Heads KITE

L. L. (Jake) JAQUIER, since last fall manager of the First National Radio & Television School, on April 1 became vice-president and general manager of KITE, Kansas City, according to an announcement by D. E. Kendrick, station executive. Mr. Kendrick will remain in supervisory charge of the station but has relinquished the vice-presidential duties to Mr. Jaquier, who was associated with him both on the old WFIW, Hopkinsville, Ky., and WIRE, Indianapolis, when Mr. Kendrick headed those stations. Mr. Jaquier also has served as general manager of KTSA, San Antonio, and last year was director of WPAR, Parkersburg, W. Va. C. V. Peterson, treasurer of First National, has succeeded Mr. Jaquier as general manager of the school.

Mr. Jaquier

Frequency Modulation Studied by FCC Group

TO MAKE first-hand observations of the Armstrong frequency modulation system of broadcasting [BROADCASTING, Feb. 1, April 1], a group of FCC and other Washington officials went to Schenectady April 13 for a two-day field tour and visit to the General Electric Co. plant which is preparing to produce the ultra-high frequency receivers. They planned to compare frequency as against the amplitude modulation now in common use by touring the service area of the GE experimental transmitter. In the party were Lieut. E. K. Jett, FCC chief engineer; A. D. Ring, FCC assistant chief engineer in charge of broadcasting; Dr. L. P. Wheeler, FCC chief of technical information; William J. Dempsey, FCC general counsel; Dr. J. H. Dellinger, radio chief, Bureau of Standards, and representatives of the Army and Navy.

ALABAMA PUBLISHER BUYS INTO WSFA

THAT one-third interest in WSFA, Montgomery, Ala., was acquired April 5 by R. F. Hudson, publisher of the *Montgomery Advertiser*, was disclosed April 11 by Kelly-Smith Co., New York, national representatives of both the newspaper and station. Amount involved in the deal was not divulged, and FCC authorization is not required for the acquisition of minority interest.

It was stated that the ownership reorganization brings control of WSFA into the hands of Howard E. Pill, president and general manager; H. S. Durden, secretary-treasurer, and Mr. Hudson as vice-president. Thus presumably S. G. Persons, listed in FCC records as president and holder of 90 shares of stock, has disposed of all or part of his shares. The records also show Mr. Pill as owner of 90 shares and Mr. Durden 120 shares plus 100 shares of preferred stock. The redivision of shareholdings was not stated.

Ralph Patt to WPAY

RALPH H. PATT, of the four radio brothers Patt, has been named manager of WPAY, Portsmouth, O., succeeding Marie W. Vandegrift who resigned early in April to return to writing. Mr. Patt resigned the first week in April from WJR, Detroit, where for the last nine years he has been an announcer and salesman. Like his brother John, general manager of WGAR, Cleveland, and vice-president of the Richards group of stations, he started in commercial radio at WDAF, Kansas City, after serving with KFKU, University of Kansas station. WPAY gained national fame during the 1937 Ohio floods because of its heroic services when all other means of communication had been washed out.

Mr. Patt

Babson Testing

BABSON Bros., Chicago (milkers and separators), has started a test campaign of five one-minute spot announcements weekly on five Midwestern stations. If the test is successful the campaign may be extended considerably. Matteson-Fogarty-Jordan Co., Chicago, is agency.

Television Expedition of FCC Makes Tour of Eastern Plants

By BRUCE ROBERTSON

SEEKING data on which to recommend FCC acceptance or rejection of the technical television standards proposed by the Radio Manufacturers Association, a committee composed of Commissioners T. A. M. Craven, chairman, Thad H. Brown and Norman S. Case, set out April 11 on a five-day fact-finding expedition. Accompanying the commissioners were Andrew D. Ring, FCC assistant chief engineer in charge of broadcasting; George B. Porter, FCC assistant general counsel, and William H. Bauer, senior attorney and patent expert of the Commission.

In addition to securing reactions to the proposed RMA standards, the committee planned to acquaint manufacturers and experimenters with the problems confronting the FCC in allocating television channels, Comdr. Craven stated in an interview in New York April 12, adding that the inquiry might be called a cooperative endeavor between the Government and private enterprise in planning the development of a new art.

Other Points on Itinerary

Reporting that on the previous day the group had visited the Philco and Fansworth laboratories in Philadelphia, he said that during their stay in New York they would confer with executives of RCA and General Electric Co. as well as those of National Television Corp. and International Television Corp., both the latter companies having their own methods of transmission. which differ from RMA standards. The committee would also visit NBC and CBS, he said, to discuss the problems of broadcasting television programs.

AT&T, where the committee planned to examine the developments for a landline system connecting television stations, and Maj. Edward H. Armstrong, who has been experimenting with frequency modulation transmissions in the ultra-high frequency field in which television signals will be sent, were also on the committee itinerary. Some of the group planned to visit Schenectady for a demonstration of the Armstrong frequency modulation system of broadcasting. On their way back to Washington April 15 the committee expected to make a final stop at the Allen B. Du Mont Laboratories at Passaic, N. J., Mr. Craven said.

"The committee intends to go into the field to get information so it can report to the FCC on television, with particular reference to the applications for television stations throughout the country," he explained. "In issuing these licenses we must consider the manufacturer who has developed television equipment, the broadcaster who will transmit this new service to the public, and especially the public, in whose interest the FCC regulates the broadcasting industry. Unless those three interests are coordinated, the development of television will be retarded."

Pointing out that a single set of standards seems the most desirable, so that the purchaser of a television receiver could use it to receive the broadcasts of all television stations, Comdr. Craven said the committee would not hastily recommend the adoption of standards that might throw into the discard research done along different lines from those now recommended by the RMA. If this trip produces sufficient evidence, a hearing will be held in Washington at which the Commission will invite all companies interested in television development to testify, he stated. But he emphasized that the public interest will be put before that of any individual or company and that under no conditions will inferior systems of transmission be tolerated.

The committee declined to answer specific questions about the adoption of permanent standards and the relative merits of various types of transmission and reception, stating that they themselves were seeking information on which to base the answers. They likewise refused to make any predictions regarding the public acceptance of television in its present state of development or as to its future possibilities. Explaining that their licensing problem is made more difficult because only a limited number of bands are now available in any locality, Comdr. Craven said it is possible that in the future the frequencies above 300,000 kc. may be used for television transmission, but that at present it is a problem for research engineers and not for the FCC. The committee will make its report to the FCC in about a month, other duties permitting, he stated.

1940 Census May Include Radio Data

Set Ownership, Sales of Time and Talent Are Suggested

OFFICIAL census data on radio set ownership, both urban and rural, and on radio advertising expenditures, broken down between time and talent, may evolve from the 1940 census activities of the U. S. Bureau of the Census.

While no decision has been reached on inclusion of the radio ownership question in the decennial population census of 1940, tentative agreement has been reached both on the rural set ownership item in the 1940 agricultural census and on radio advertising placements through advertising agencies in the Census of Distribution schedule for 1939, covering advertising agencies.

Inclusion of the set ownership question in the door-to-door population census is now the subject of conversations between the Census Bureau and the FCC as well as the industries involved. The FCC on April 10 designated Chief Accountant William J. Norfleet as liaison officer with the Census Bureau in connection with the population census, in order to obtain data with respect to the number of receiving sets in use to determine from the Federal licensing standpoint "the use of radio as an instrument of social significance and problems of national defense."

That the FCC wants the radio census taken along with the 1940 population census, was definitely stated by FCC Chairman McNinch in letters to the director of the Census Bureau and to the Bureau of the Budget. To the census chief, Mr. McNinch has addressed a letter stating the census was important from the standpoint of licensing, national defense and emergencies. Radio sets, he stated, are "social instruments as distinguished from ordinary household appliances," and he added that the use of radio as a social and political force has a "significance far greater than in 1930."

To the Budget Bureau he wrote that if no radio census data is taken, very substantial increases in the FCC's appropriation may be needed. "In dealing with the licensing problem," he stated, "it is necessary to know the areas where the greatest amount of broadcast listening occurs and to draw comparisons between listening areas. In situations involving national defense, it is imperative to know the percent of population which may be reached in any given area through the use of radio broadcasting."

Other Requests Feared

At the Census Bureau, it was learned that opposition exists on the ground that inclusion of the radio question might be the opening wedge to other demands for "luxury and convenience product" counts. The same arguments were advanced in 1930, when the first radio count was made by census enumerators. At that time, the total number of radio families was given as 12,048,762, but the 1938 estimate is 28,000,000 sets.

The question sought by the FCC to be included in the general population schedule, roughly, would seek the number of radio sets in the particular home, including portables, and the number installed in autos. In that fashion, a count would be procured not only on the number of radio homes, but also the total number of sets in use plus those installed in automobiles.

The agricultural census, also conducted by the Census Bureau, definitely will include an inquiry as to the number of radio sets in use on particular farms, including tenants.

Advertising Agency Census

The advertising agency census of distribution, under tentative plans, would include data as to the aggregate advertising placed by each agency for clients, broken down by media used. Then the radio expenditures would be separated as between talent and other charges as distinguished from time charges. Presumably, there also would be a figure covering talent not billed through broadcast systems, such as talent agents. In that fashion it is hoped to procure for the first time a general figure as to the cost to the advertiser for talent, as distinguished from time.

The advertising agency census would cover the year 1939 and begin Jan. 2, 1940. Some 1,000 agencies, it is estimated, would be surveyed. Results in preliminary form probably would be available at the end of 1940, with detailed results available early the following year. While the talent data is much desired, it is thought that great difficulty will be encountered in any effort to procure blanket figures because many artists are free agents and because they are not booked through agencies or networks or standard units.

The agency survey covers the eight general media both from the standpoint of billings as well as number of employes and revenues. F. A. Gosnell, chief statistician of the Census of Business, is in charge. The Census Bureau asked the various governmental agencies to appoint liaison officers to assist in working out details of the census schedules, which already have been drafted in preliminary form.

Five years ago the Census Bureau conducted a survey of broadcasting revenues, programs and employment—the first of its kind ever undertaken. For 1940, however, there is no present plan for such a survey of the broadcasting industry because it is understood the FCC feels its own questionnaire surveys are adequate for the purpose. Some contention has developed, however, particularly since the broadcasting industry has protested the magnitude of the FCC questionnaires and moreover because it is felt the data submitted to a regulatory agency cannot be held confidential whereas an organization such as the Census Bureau has no "axe to grind" but simply is interested in producing the statistical analyses.

Farm Census Queries

The decennial agricultural census, according to preliminary drafts, would propound the question "Is there a radio in the dwelling?" Tied into this question would be the response to the query as to whether the dwelling was lighted by electricity and whether by power line or by home plant. In that fashion, it is expected a breakdown could be procured as between all-electric sets and battery-operated sets. Results of the agricultural census, according to Zellmer R. Pettet, would probably be available early in 1941. Under preliminary plans, the census would get under way April 1, 1940.

The population census, which is under the supervision of Dr. Leon E. Truesdell, likewise is scheduled to get under way April 1 but with preliminary results available by fall. If the radio question is included, that tabulation probably will not be available until early 1941.

While the Census Bureau is opposing inclusion of the radio question, the matter has not yet been definitely decided. It is contended there is room for only two or three additions to the present tentatively accepted census form and that a question as to homes wired for electricity is regarded as having priority over the question of radio. Moreover, it was said that a housing census is being considered, using population census facilities and personnel, although plans are still nebulous and a special act would have to be passed by Congress.

Both the NAB and RMA are advocating the radio set count. Now with the FCC also fostering it, and with the precedent having been established in 1930, it is felt there is a good chance of acceptance. At the Census Bureau, it was said that the 1930 radio survey was included "after a Congressman was promised radio would get first shot if there are any additions," and it was inserted at the eleventh hour.

Approximately $45,000,000 will be appropriated for the general population census with another $10,000,000 or $11,000,000 for the agricultural census.

MARCH 13th to 18th

DESERT CIRCUS WEEK at pleasant Palm Springs, Cal., was enjoyed by executives of the George A. (Dick) Richards group of stations while visiting at Mr. Richards' ranch last month. Betimes they reorganized the group as Mr. Richards, in frail health for the last year, decided to retire from active direction of the stations [BROADCASTING, April 1.] Cowboy outfits, including ten-gallon hats not shown, were gifts of Mr. Richards. Left to right: P. M. Thomas, secretary-treasurer of WJR, WGAR and KMPC; John Patt, vice-president of the three stations and director of WGAR; Mr. Richards; Leo Fitzpatrick, executive vice-president of the group and director of WJR; William Alfs, general counsel.

ANPA Radio Session

PRESS-RADIO relations and cooperation will be discussed at a joint committee session in New York April 27 coincident with the annual convention of the American Newspaper Publishers Assn. Neville Miller, NAB president, heads the radio group while James G. Stahlman, president of ANPA, is chairman of the newspaper group. Members of the radio committee, in addition to President Miller, are Frank E. Mason, NBC vice-president; Clair McCollough, Mason-Dixon Group, and Ed Kirby, NAB public relations director. Chairman of the ANPA Committee is J. S. Gray of the *Monroe* (Mich.) *Evening News.*

Tieups With 'Ranger'

MARYLAND CONE Co., Baltimore (Lone Ranger ice cream cones), on May 1 will sponsor a one-month campaign of thrice weekly spot announcements on a list of over 200 stations. Announcements will precede and follow the *Lone Ranger* on many of the stations or juvenile programs on others. Austin & Spector, New York, placed the account.

Hartz Bird Seed on 6

HARTZ MOUNTAIN Products Co., N. Y., (bird seed), is using a schedule varying from daily participations and spot announcements to half-hour weekly shows on WMAQ, and WAAF, Chicago; WDAF and KCMO, Kansas City; KSD, St. Louis; WHK, Cleveland. George H. Hartman Co., Chicago, handles the account.

New Device Gives Illusion of Space; New Video Scanner

Dr. Goldmark Enlivens Dead Studios With Tonal Lag

A SYSTEM for adding life and richness to programs broadcast from small "dead" studios through the synthetic production of reverberations was demonstrated April 5 by Dr. Peter C. Goldmark, chief television engineer for CBS, before a meeting of the Institute of Radio Engineers in CBS Playhouse No. 3, New York. Developed by Dr. Goldmark and Paul S. Hendricks of the CBS engineering staff, the device gives the third-dimensional concert hall effect to words and music broadcast from an ordinary studio, adding the illusion of space without any such distortion as occurs through the use of an echo chamber.

To create the desired effect, the sound picked up through the microphone is turned into electrical current which actuates a light that varies in intensity with the volume of the voice or music. This light shines on the edge of a disc revolving 400 times a minute within the reverberator and is reflected from the phospherescent coating of the rim onto a pair of photoelectric cells placed to pick up the reflected light from the disc at points one-third and two-thirds of its circumference away from the exciter lamp.

Tonal Lag Created

These cells transform the light back into current again and feed it back in the circuit through an amplifying channel, the interval between the impulses of the cells producing a tonal lag that simulates the natural reverberations of a large hall, where the listener gets the sounds reflected from the walls as well as directly from the stage.

In his demonstration, Dr. Goldmark picked up several programs from CBS studios and playhouses and also used records and a vocalist in the demonstration hall to show how a simple two-dial regulator permits the control engineer to add reverberation to the broadcast signal. He also read a paper giving technical details of the operation.

* * *

CBS Video Scanner

A new type of film scanner that permits the televising of motion pictures without distortion or loss of definition has been developed by Dr. Peter Goldmark, chief television engineer at CBS. In ordinary picture projection the film passes the light source in a series of jerks, 24 pictures, or frames, being scanned per second, a necessary procedure since the eye would see only a blur if the film were kept in continuous motion. This method is not practicable in television, however, because here film must be scanned at 60 frames per second to be free from flickering and because stop-motion requires a great deal of light, causes much wear on the film and calls for many expensive moving optical parts.

Solution of Dr. Goldmark and his staff was to make the film pass continuously downward before the scanning aperture while an electric scanning beam moves upward at exactly the same speed so that a stationary electronic image results. A slotted rotating disc, placed between the film and a number of lens segments, acts as a shutter, giving light to only one segment at a time. Result is to produce 60 separate frames per second from film photographed at 24 frames per second without changing the speed of action on the receiving screen or distorting the image.

While the theory behind the machine is extremely complicated, according to Dr. Goldmark, the device itself is simple in construction and is relatively inexpensive to build and operate. It has no moving optical parts, uses an incandescent bulb instead of an arc light, can be adjusted while in operation, and even has a device by which shrinkage of film from age or weather can be compensated for by regulating a single calibrated dial. The scanner has been used in the CBS television laboratories for the past 18 months and will soon be installed in the television studio in the Grand Central Palace to be put into use at the completion of the CBS television transmitter across the street atop the Chrysler Bldg.

MILADY'S hats are so bizarre this season that Ivan Jones, announcer of KOIN, Portland, Ore., who conducts the *KOIN Klock* program, delivered himself of a few positive remarks about the current mode in chapeaux. A woman listener decided that Jones had not seen anything yet, and mailed him six headgear which she had fashioned out of material found in her kitchen, using lemon squeezers, pot scrubbers, measuring cups, battered cake-tins, corks and wires. So, since television isn't here yet, what was there for Jones to do but pose for this picture?

KTKC Shift to 890 Kc.

KTKC, Visalia, Cal., 250-watt daytime station on 1190 kc., on April 3 was authorized by the FCC to shift to fulltime on 890 kc., using 1,000 watts fulltime, effective April 10. The station was authorized to install a new transmitter and erect an antenna which can be used as a directional at night to protect KFPY, Spokane, so that it "does not produce a maximum field in the direction of Station KFPY in excess of that specified by the radiation pattern and that the antenna will have a minimum field intensity of 175 mv/m at one mile for 1 kw."

LIGGETT & MYERS TOBACCO Co., New York, is understood to be negotiating with NBC for a program to be heard on the Red opposite *Amos 'n' Andy*, recently shifted to CBS.

New P & G Serial

PROCTER & GAMBLE, Cincinnati (Teel & Drene), on May 1 starts *Midstream*, five-weekly dramatic serial, on 40 NBC-Red stations, 4-4:15 p.m., (CDST). This is the 14th NBC network show for Procter & Gamble. Sales details were handled for NBC by H. C. Kopf, salesmanager of NBC-Chicago. The *Houseboat Hannah* show sponsored by P. & G. for Lava soap will be moved from 4 to 4:15 p.m. on May 1. H. W. Kastor & Sons Adv. Co., Chicago, is agency.

Press Gallery Privilege For Radio Is Advocated By Gillette in Resolution

STRONG support for the proposal that radio reporters be given privileges in the press galleries of Congress equal to those of newspapers and press associations developed April 6 with the filing of a resolution (S.Res-117) by Senator Gillette (D-Ia.), as chairman of a subcommittee of the Senate Rules Committee, calling for amendment of the Senate rules to that effect. A similar resolution has been introduced in the House by Rep. Dempsey (D-N.M.) who is supported by Rep. Cox (D-Ga.), both of whom are members of the House Rules Committee.

The issue was raised at a hearing Feb. 24 [BROADCASTING, March 1] before Senator Gillette at which Fulton Lewis Jr., MBS commentator, argued the question after the Standing Committee of Correspondents of the Press Gallery had rejected his application for membership.

Senator Gillette's resolution would amend existing rules "respecting the reporters' galleries of the Senate, together with the adjoining rooms and facilities, as will confine their occupancy and use to bona fide reporters for daily newspapers, to bona fide reporters of news or press associations requiring telegraphic service to their membership, and to bona fide reporters for daily news dissemination through radio, wireless, and similar media of transmission. These regulations shall so provide for the use of such space and facilities as fairly to distribute their use to all such media of news dissemination."

Knox on Coast

C. B. KNOX GELATIN Co., Johnstown, N. Y., (gelatin), thru Kenyon & Eckhardt, New York, in a West Coast campaign on April 21 starts for 10 weeks *Fletcher Wiley*, commentator, on 6 CBS Pacific network stations (KSFO KARM KIRO KFPY KVI KOIN), Friday, 3-3:15 p.m. In addition the firm will use six weekly participations in the combined *Sunrise Salute* and *Housewives Protective League* programs on KNX, Hollywood.

GENERAL FOODS Corp., New York (Postum), has signed a renewal contract with *Lum & Abner*, comedians, until July, 1940, which becomes effective when the team returns to the air next fall after a two-month summer vacation, its second in eight years of radio. The program is currently heard on 41 CBS stations, Mondays, Wednesdays and Fridays, 7:15-7:30 p. m. (rebroadcast, 11:15-11:30 p. m.) through Young & Rubicam, New York.

ARGUMENT IS SET FOR WLW APPEAL

ORAL ARGUMENTS on the motion of the FCC to dismiss the appeal of WLW from its recent decision denying it authority to continue operation with 500,000 watts full time, has been set tentatively by the U. S. Court of Appeals for the District of Columbia for the week of April 16, probably about April 19.

WLW, through its counsel, Duke M. Patrick, advised the court it has suffered financial losses, compared to previous operation, by the reduction in power and that listeners in rural areas have likewise been hurt. The Crosley station asked for supplemental relief in the nature of reinstatement of its authority to operate with 500 kw. unlimited time during the pendency of its appeal. A detailed brief in support of its petition for reinstatement of the power also was filed by WLW.

The FCC countered with the contention that the court had no power to grant the relief requested and also quoted statements attributed to WLW that not a single account on the station had been lost or curtailed as a result of the reduction in power. WLW's allegation of loss of revenue as a result of its decrease in power "is based quite apparently upon a calculation performed by taking 10% of the revenue which it would have received during March had its rates not been reduced, and assuming that the same loss can be projected indefinitely into the future on a daily basis," FCC General Counsel William J. Dempsey and Assistant General Counsel William C. Koplovitz contended.

Five-Year AGMA Pacts Cover Concert Services

FIVE-YEAR contracts were signed on March 31 by the American Guild of Musical Artists with the Columbia Concerts Corp., NBC's Artists Service, Community Concerts Corp. and the Civic Concert Service, which among them handle nearly all leading concert and opera artists. Contracts are being held in escrow pending the settlement of certain jurisdictional questions now being negotiated between the Screen Actors Guild and AGMA in Hollywood.

Under the terms of the agreements, a number of changes were made in respect to commissions, bookings and realignments of the existing setup of community or civic concert management. Scale of commissions, which were formerly a general 20%, is as follows: Concerts other than community or civic, 20% (except artists earning less than $7,500 annually from these concerts who may pay only 18%); community and civic concerts, 15%; guest radio bookings (single or series of not more than three), 15%; series radio dates (more than three), 10%; and all opera, 10%.

Lurch Test in Midwest

LURCH NUT SPREAD Co., Chicago, is planning a test campaign on several Midwestern stations. The account is handled by First United Broadcasters, Chicago.

WLS Offers:

FREDDY LINDSTROM

Star of the Giants, Pirates and Cubs in an Evening

SPORTS REVIEW

WLS has the sports find of the year in Freddy Lindstrom, former baseball star of the New York Giants, Pittsburgh Pirates and Chicago Cubs. He is now available on the WLS Sports Review, 6:30-6:45 P. M., six nights a week. Lindstrom, a Chicago boy, has ideal qualifications for radio: 12 years major league experience, close friendship with baseball stars, well known to baseball fans, and has an excellent radio personality.

The established sports audience of the WLS Sports Review *know* and will *listen* to Freddy Lindstrom as he gives baseball dope from the angle of a baseball star who has played in two World Series and who spends every afternoon in the Cubs or White Sox dugout before his WLS program.

For further information on WLS Sports Review, write, wire or call any John Blair and Company office or WLS, Chicago.

FREDDY LINDSTROM IS THE RADIO SPORTS BUY OF THE YEAR

WLS

CHICAGO

Burridge D. Butler,	President
Glenn Snyder,	Manager

Represented by

JOHN BLAIR & COMPANY

New York *Chicago* *Detroit*
Los Angeles *San Francisco*

Cordial Dealings Sought by ASCAP

Paine Hopes Conversations to Lead to an Understanding

STATING that the present contracts between the broadcasters and the American Society of Composers, Authors & Publishers "do not quite suit the requirements of either side and so are a source of irritation, with each party convinced that the other has all the advantages," John G. Paine, general manager of ASCAP, on April 12 expressed the hope that the conversations between the committees of his organization and the NAB would give each party a "clear, comprehensive picture of the other's problems so that later misunderstandings can be avoided." The ASCAP negotiating committee consists of Mr. Paine, Gene Buck, ASCAP president, and Louis Frohlich, general counsel.

Lack of Understanding

Declaring that few broadcasters realize what their ASCAP contracts really are, Mr. Paine said that on a recent visit to Vermont he met a broadcaster who complained about being forced to pay for the full ASCAP catalog when during the previous year he had used only 2,500 selections. He would be willing, he said, to pay $500 for the right to use that number, but thought it unfair that he was charged $1,000 for the full list when he did not need it. Mr. Paine agreed, he said, to try to work out a test contract on the basis of 2,500 selections. But when the broadcaster found that he would have to report each number broadcast on his station, that he would constantly have to get clearances on numbers not on his original list (which would be shorter than 2,500 to allow for the use of other selections as needed), that through remote pickups and transcriptions he would be in constant danger of infringement, he agreed that such an arrangement would not be practical.

Discussing the anti-ASCAP laws passed or under discussion in several States, Mr. Paine said that since they required of ASCAP conditions with which it could not practicably comply, ASCAP was left with only two recourses—to fight the laws, which it has been doing, or to slap infringement suits against all broadcasters and others who would normally be ASCAP licensees. If the latter course were taken, he said, those broadcasters who have sponsored such legislation might find that sponsorship "an extremely expensive proposition," since he held the State laws do not in any case invalidate the Federal copyright law.

Socony on Yankee

SOCONY-VACUUM OIL Co., New York, on April 10 started thrice-weekly sponsorship for 52 weeks of *Names in the News* on WNAC, Boston, and five Yankee Network stations, WEAN, Providence; WTAG, Worcester; WFEA, Manchester and WCSH, Portland, Me., with WSPR, Springfield, Mass., joining the group May 1. The program, heard Mondays, Wednesdays and Fridays, 7:45-8 p. m. (EST), presents appearances of headline personalities. Production is directed by Linus Travers.

Five-Man FCC Is Generally Favored In Congress but Bills Remain on Shelf

By WALTER BROWN

IF ANY FCC reorganization bill is passed at this session of Congress it will provide for at least five commissioners instead of three as proposed in the Wheeler-McNinch Bill now pending in the Senate Interstate Commerce Committee and in a similar measure before the House committee.

While there has been no change in the status of the proposed FCC reorganization legislation, statements by leaders on Capitol Hill clearly reveal that a three-commissioner bill does not have a ghost of chance.

For example, Sam Rayburn, majority floor leader in the House, who had an important hand in framing the present FCC law, told BROADCASTING April 10 that in his opinion the House would never agree to a three-man commission.

Need of Reorganization

From the day Chairman Wheeler (D-Mont.) of the Senate committee, introduced his three-man bill after collaboration with Chairman McNinch of the FCC, there has been growing opposition to the measure. Most of this opposition can be attributed to the proposal to give three men the broad powers over what some consider the life and death of the broadcasting and communications industries.

It is pointed out that the trend of such quasi-judicial agencies has been in the other direction, the Administration at the present time being in favor of increasing the membership of the Interstate Commerce Commission from 11 to 16 members.

The opposition to a three-man commission does not indicate any lessened belief that the FCC needs reorganizing. The internal friction so constantly the subject of newspaper stories has caused many members of Congress to conclude that some sort of housecleaning is in order, it being pointed out that such internal controversy is never attributed to the Federal Trade Commission, the Federal Power Commission or other similar agencies.

One Democratic leader, with as much power on Capitol Hill as that held by Majority Leader Rayburn, summed up the situation as follows:

"We do not need FCC legislation as much as we need some new folks down there."

While a majority of both houses may be willing to vote for an FCC reorganization bill to get some "new folks" on the Commission, it is apparent that if the sponsors of such legislation hope to get anywhere they must abandon a three-man bill and turn to a five-commissioner proposal.

Inquiry Status Unchanged

There has been no change in the status of other FCC measures, including the proposals for a broad Congressional investigation before attempting to write any legislation. The Senate Interstate Commerce Committee is loaded down with the railroad problem and is working on legislation to deal with it.

Chairman Wheeler continues to assert that his committee will conduct hearings on the FCC bills but remains indefinite as to the time. The House Interstate & Foreign Commerce Committee is awaiting Senate action before taking up FCC bills. There has been no move in the House Rules Committee to secure action on the resolutions calling for an investigation.

Whether there will be legislation or investigation dealing with FCC depends to a large extent on when the Senate committee gets around to holding hearings, and the length of the session. If there is a June adjournment and Chairman Wheeler holds no hearing before May, as now appears certain, then in all probability Congress will content itself with ordering an investigation with a view to legislating at the next session.

If, on the other hand, the session lasts through the summer, which is probable if the European war situation continues serious, FCC legislation will stand a good chance of being enacted.

Should Chairman Wheeler and Chairman McNinch get together with Senator White (R-Me.) and work out some reorganization measure that would meet with mutual approval, the action would expedite consideration and probably assure approval at this session.

As the matter now stands, all sides seem willing to mark time, and this points to investigation instead of legislation.

Copyright Action Taken

IN A SURPRISE move, the Senate Foreign Relations Committee on April 11 reported favorably the resolution of Senator Thomas (D-Utah) for American adherence to the Rome Copyright Convention, which would provide for reciprocal automatic copyright of European compositions in this country. Users, including the broadcasting industry, motion picture exhibitors and hotels, have opposed ratification until the U. S. copyright law is modified to avoid difficulties insofar as liabilities for foreign infringements are concerned. ASCAP similarly has opposed ts ratification. NAB President Neville Miller on April 13 conferred with Wallace McClure, State Department copyright expert, who has espoused ratification with the treaty.

NYE BILL REQUIRES CONTEST PUBLICITY

SPONSORS carrying prize contests on the air would be compelled to publicly announce the name of all contest winners and describe or read the winning entries under a bill (S-2058) introduced April 4 by Senator Nye (R-N.D.). The measure makes it mandatory for all persons conducting contests by mail or through any advertising media, including radio, to announce the name of each winning contestant and the entry submitted by the contestant.

Violators would be liable to fine, but the exact limit of the fines has not yet been inserted. The bill was referred to the Senate Committee on Post Offices and Post Roads.

'Bing' Smith Appointed KOWH General Manager

GENERAL management of KOWH, Omaha (formerly WAAW) was assumed April 1 by Vernon H. (Bing) Smith, general manager of WREN, Lawrence, Kan., and one of the Midwest's best known broadcasters. The appointment was made by the *Omaha World-Herald*, which on March 31 took over the station from the Omaha Grain Exchange after the FCC had approved the transfer.

Mr. Smith, who has been manager of WREN for 15 years, plans to divide his time between the two stations. He has promoted Verl Bratton, who has been WREN's program director for the last six years, to assistant general manager in charge of operations. Ernest Pontius, a member of the WREN sales staff for the last two years bút associated with the station for 13 years, was named commercial manager.

The newspaper plans to move the station to the World-Herald Bldg. as soon as arrangements can be made, it was stated. The nature of programs on KOWH will undergo considerable change and definite steps will be taken toward improving quality, particularly in news broadcasting, it was added.

Anti-ASCAP Legislation Becomes Law in Kansas

KANSAS is the latest State to adopt a so-called "anti-ASCAP" law, designed to curb activities of pools controlling public performance of copyrighted music. The bill, following closely laws enacted in several other States, was signed by Governor Ratner April 4 and now is law. It requires copyright owners licensing performance rights to make a full disclosure of the material licensed by them and also makes mandatory the filing of details respecting every copyrighted composition as condition precedent to doing business in the State.

Blanket licensing at an over-all fee by copyright groups is permissible under the law provided individual members alternatively afford users the option of buying portions of the catalogs on a per use basis.

Simultaneously, it was reported that Vermont has pending a bill to curb copyright pools substantially similar to those enacted in North Dakota, Kansas and Montana. The Missouri Legislature also has before it a measure dealing with copyright pools which differs from these other bills but coincides more with the legislation enacted in 1937 by the Washington and Montana Legislatures.

$100,000 for W1XAL

THAT the Rockefeller Foundation for 1938 appropriated $100,000 for the World Wide Broadcasting Foundation, Boston, operating shortwave station W1XAL, is disclosed in the review of the Foundation's work and contributions during that year issued early in April by Dr. Raymond B. Fosdick, president. W1XAL is a Boston international shortwave station operated as a non-profit educational outlet under the direction of Walter Lemmon.

LADIES on the Loose

For weeks our Human-Nature-Observation-Department has been studying women. Professionally—not just on account of Spring.

He notes an increasing tendency to spend — loosely — when persuaded by WOR. Good moods, he says, make good buyers. Ergo, he says, WOR makes good moods.

Thus:

Using no promotion other than WOR, a maker of milk lopped off 11.5% sales drop; upped sales 13%. Says sponsor: "WOR—and women —get credit for 24.5% sales gain!" Not bad.

Starting with nothing but a good product, a maker of beauty aids nabbed 100% distribution in five months. He also made an offer—4 times. In time came 8985 dimes—same number sample beauty kits changed hands.

So if you have a product that appeals to women, you could do worse than use a station that seems to be wading hip-deep in woman appeal. You could do worse than use a station that wings its way into the majority of more than 4,250,000 radio homes in the greatest group of markets any sponsor ever poked a product at. What we haven't said may be seen in our file of success stories—the greatest collection of success stories ever gathered by one station. Our address is 1440 Broadway in New York.

WOR

Vast Array of Data Compiled by the FCC

Background Given Of Pre-Allocation Events

A VERITABLE encyclopedia of broadcasting, detailing social and economic ramifications along with technical considerations and proposed new allocation standards, was made public April 7 by the FCC as the second phase of its complicated moves toward a revamping of the broadcast band in line with the terms of the North American Broadcasting Agreement.

While it contains no new or novel allocation information, since all essential details previously had been announced, the 500-page supplement provides in convenient form a case history of the proceedings which have led up to the development of proposed new rules to govern broadcasting, subject to industry protest and argument. The report is the work of the FCC Committee on Rules & Regulations, which conducted the extensive hearings in June, 1938, encompassing also the "superpower issue". It supplements and justifies the preliminary report made by the committee on Jan. 18 in which all of the proposed changes were outlined in detail [BROADCASTING, Feb. 1, April 1].

Second Phase of Report

Signing the report, titled "Part II" were Commissioners Case, chairman, Craven, vice-chairman, and Payne. Commissioner Craven, former FCC chief engineer and the author of the report on social and economic aspects of broadcasting made two years ago, was the key figure in the preparation of the data which are expected to have important future reference value.

Despite the fact that there is nothing new or sensational in the ponderous "Part II" tomes, they are significant in establishing the deadline on filing of exceptions, hearing of oral argument, and other necessary procedural steps which must be taken before the FCC can promulgate the proposed new rules and pave the way for the final reallocation step. Released April 7, parties in interest have 30 days, or until May 6, in which to file exceptions and automatically ask for oral argument.

It is a foregone conclusion the Clear Channel Group, representing stations which fought for a 50,000-watt minimum on clear channels rather than the maximum of that power which the committee recommends, and which also fought to safeguard clear channels for rural coverage, will militantly oppose that phase of the proposed rules.

Similarly, it is anticipated that such stations as WOR, Newark, WCAU, Philadelphia, and KPO, San Francisco, will file objections to the proposed allocations which would place them in the "duplicated clear" rather than the exclusive clear channel category. The FCC committee in its proposed rules sought to assuage these stations by changing the nomenclature of Class I-A (clear) and I-B (duplicated) high-power channels to Class I, although the technical standards would remain the same. Despite that, it is thought the stations will fight to acquire the preferred status.

Local stations, which sought to bring about duplication on all channels, may protest the recommendation that 25 channels be retained as completely clear. The regional station group likewise supported duplication on all channels but made its main target the superpower issue.

After exceptions are filed, the full Commission must set a date for oral arguments. The committee recommended to the Commission that an early date be set for exceptions and oral arguments in the hope of expediting action. It is thought oral arguments will not be set until at least a month following the May 6 exception due-date, or sometime in June.

Seek Autumn Action

The question of individual frequency assignments is not directly involved in the current proceedings. Stations will not be formally notified of their new assignments until after the terms of the Havana Treaty are formally invoked through exchanges of notes between the four primary signatory powers. At that time, stations will receive notice in routine orders in which they will be asked to "show cause" why the changes shall not be effected at a specified date, which probably will be in the early fall. The committee is shooting for a September reallocation date. Then stations which feel aggrieved can ask for a hearing, though the FCC unquestionably will seek to iron out all difficulties by the conference method. Failing in that, the hearing procedure will then be followed in individual cases.

Exceptions Due

EXCEPTIONS to the report of the FCC Committee on Rules & Regulations must be filed within 30 days of April 7, or by May 6, under a formal notice made public by the FCC coincident with the release of the report. The committee adopted an order stating that a copy of the report be mailed to each party participating in the hearing and that each shall have the right to file exceptions, together with a brief in support, if desired, and to require oral argument "within a period of 30 days." Fifteen copies of the brief or request for oral argument must be submitted.

In substance, "Part II" of the committee's report supplies evidence designed to substantiate the conclusions reached in the first section of the report. Statistical data covering broadcast economics, employment, programming breakdowns, technical coverage of stations in various power categories and channel blocks and similar detailed analyses, are presented graphically in exhibits and tables along with the narrative discussion of the industry data. All these, however, are broadly in the nature of expansion of the original data presented at the June 6 hearings and otherwise accumulated by the FCC in the returns to its questionnaire on 1937 operations of the industry which were prepared by its Accounting Department.

In its memorandum, the committee said that "Part II" covered "proposed rules governing standard broadcast stations and standards of good engineering practice." It contains, the memorandum said, "the committee's summary and discussion of the broadcasting situation as it exists today, as well as recommendations concerning changes in the existing rules and standards. The new rules which the committee recommends to be adopted by the Commission are contained in Appendix I." The Standards of Good Engineering Practice, which the committee recommended for adoption are also contained in the Appendix.

Apropos the engineering questions, the committee stated that better progress may be made if such questions involved in the exceptions or suggested improvements in the engineering standards be handled informally by the chief engineer in collaboration with the engineers representing the participants in the hearing, rather than in the oral arguments before the full Commission by attorneys.

Copies of the report are being sent by the Commission to a mailing list of some 3,500. These include all licensees of broadcast stations, who, normally, are qualified to take exception to any of the provisions of the proposed new rules or the concomitant standards of good engineering practice.

One-Year License

As reported previously [BROADCASTING, April 1], the proposed new rules specifically recommend a one-year license for broadcast stations in lieu of the present six-month franchise. Because of the seeming unanimity of a majority of the Commission for a longer license tenure, plus the insistent demand for longer licenses to lend stability to the industry, it appears a foregone conclusion that at least the one-year license will be authorized. It is expected, however, that the industry plea for a minimum three-year license, such as the law now allows, will be pressed.

In this connection, the report states the one-year license "will assist in stabilizing the broadcast industry without reducing the necessary control of the Commission over the licensees."

On superpower, the committee expanded at length on its reason for recommending against such grants, though it left the door open, technically, for possible future awards of power of greater than 50 kw. WLW's experience was freely referred to. It reiterated its previous statements that the opposing factors are too great to warrant taking "speculative risks unsupported by adequate data, even though it be true from a technical standpoint that 500 kw. power is one of the methods to improve service in rural areas."

The bulk of the economic data included in the report are derived almost entirely from the data procured in response to the FCC questionnaire covering 1937 operations of stations [BROADCASTING, *1939 Yearbook*]. Many of these calculations, however, are expanded in such fashion as to denote comparable earnings, program breakdowns, investment and employment by stations in various categories.

The first part of the Appendix sets forth the proposed new rules to govern standard broadcast stations. Shown in alternate, are present frequency assignments of stations to particular classes (Class I, II, III-A, III-B and IV) and such category assignments which will be made under the terms of the Havana Treaty. Should some hitch

SELLING SIZZLES on station-breaks, is the motif of the commercials for Diamond Ginger Ale Inc., Waterbury, Conn., sponsoring regular programs on four Connecticut stations. In this picture, Copy Chief Phil Frank and Radio Director L. R. Schoenfeld, of F. W. Prelle Co., Hartford agency, sit in during rehearsals of sound effects at the studios of WDRC. Their backs are to camera; others (l to r) are all staff members—Bob Provan, Ray Barrett, Grace Legg, Lew House, Gil Bayek, Walter Hasse.

develop preventing the promulgation of the new allocations under the Havana Treaty, the FCC proposes to proceed on the basis of existing channel assignments. That contingency, however, is not expected to develop.

Appendix No. II covers a study of service rendered by standard broadcast stations in the country, together with a series of map exhibits denoting service areas of dominant clear channel stations and stations in other classifications. This data is broken down to cover individual states, showing population groups both urban and rural for the various station classifications.

Another series of exhibits deals with the distribution of classes of broadcast stations among principal cities, covering the entire nation by states and cities, with their population. This was developed to the point of showing cities in the country which in 1930 had some 10,000 to 25,000 inhabitants but no stations of their own, although many of them were within one of the 96 metropolitan areas as defined by the Bureau of the Census.

Changes Adopted

In another Appendix (No. X), the committee set forth in parallel columns modifications of the rules from their original proposals which were considered at the June 6 hearings. In general these tended to show that practically all of the basic recommendations of the industry as a whole (with the exception of the clear channel-superpower protest) were adopted. [For detailed account of changes, see BROADCASTING, Feb. 1, April 1]. In showing the rules as completed at the hearing and as proposed, the committee also set forth in footnotes reasons for the changes and explanations of them.

Another Appendix (XI) constituted a cross-reference between proposed rules governing standard broadcast stations and rules now in force.

Approximately 70 pages of the Appendix were given over to a brief digest of the testimony given at the June hearings by witnesses representing the industry, intervenors and the others.

Contested rules and standards, with brief statements of the position of parties by witnesses were outlined in a 31-page Appendix.

Data on program service, based on the FCC 1937 questionnaire and including tables submitted at the hearings which were held from June 6 to June 30, 1938, also were included in the record in toto.

The final phase of the Appendices (XVII) constituted changes recommended in the Standards of Good Engineering Practice, and covered 56 mimeographed sheets.

It was in the second section of the report covering social and economic aspects, that the committee went into argument on the existing situation in broadcasting and proposed procedure for improving service. This in essence elaborated upon Part I of the report, released in January. Under the heading of Social Aspects, the committee covers four general topics and some 30 sub-topics, which invade the innermost phases of station activities. The second section deals with economic aspects and covers a dozen separate topics, winding up with an exposition of the economic effects of WLW's 500 kw. operation.

PROFIT MOTIVE
In Radio Is Endorsed in Report of FCC

THE PROFIT motive in Radio by the American Plan is justified in forthright fashion by the FCC Committee on Rules & Regulations in its report to the Commission made public April 7. The Committee's views were expounded as follows:

"In considering the question of the necessity for economic support of broadcast stations, profits should not be lost sight of as a legitimate factor under the American system of private enterprise. The prospect of substantial profits in the broadcasting industry attracts capital to the industry thereby insuring higher technical standards. Furthermore the ability of the industry to operate profitably has a substantial effect upon its ability to attract and retain in its ranks a superior type of personnel, this having a direct effect on the programs as well as on research and experimentation in the technical field.

"As a measure of the profitableness of broadcasting in 1937, the statement below shows an analysis of net revenue from broadcasting services of 624 commercial broadcast stations in the United States. Broadcast stations, on the whole, were operated at a substantial profit, and while some stations netted more than others, stations of every class shared to a greater or less extent. As would be expected, clear channel stations showed the greatest net per station. The 29 unlimited-time stations of 50 kw. or more averaged $292,055 in net revenue from broadcasting services. The 5 to 25 kw. unlimited-time clear channel stations averaged $99,602. Unlimited-time high-power regional stations showed $42,656 per station while other unlimited-time regional reported $36,106 per station. Unlimited-time locals averaged $3,260 in net revenue from broadcasting services."

THOUGH it was WOW's 16th birthday April 2, John J. Gillin Jr., manager of the Omaha station (left), decided to spend a quiet Sunday afternoon at home talking over radio with John Norton, of NBC station relations. But WOW program managers decided otherwise, for without forewarning they sent a remote crew into the Gillin home, thrust a mike into his hands and asked him and his guest to speak on the *WOW Family Party* program observing the anniversary.

WJR Promotes Uridge

AS HIS first act since being elected vice-president and general manager of the three G. A. (Dick) Richards stations—WJR, Detroit; WGAR, Cleveland; KMPC, Beverly Hills, Cal. [BROADCASTING, April 1]—Leo J. Fitzpatrick on April 11 announced the promotion of Owen F. Uridge from sales manager to assistant general manager of WJR. Mr. Uridge will work directly under Mr. Fitzpatrick, who is WJR's general manager. In radio since 1926, Mr. Uridge joined WJR in 1928 but left two years later to join WXYZ, Detroit. He then served with CBS in Chicago in charge of spot sales, but returned to WJR in 1937.

Mr. Uridge

Twisting of FCC Committee's Report To Benefit of Newspapers Is Criticized

A LIFTING of eyebrows was occasioned around the FCC and in broadcasting circles when press association stories on the report of the FCC on proposed rules and regulations, released April 7, placed emphasis on possible steps by the Government to protect "newspapers" from "unlimited radio competition". The passage in the report upon which this interpretation was made was said by FCC officials not to warrant so broad a deduction.

In that portion of its report dealing entirely with superpower and outlining reasons why it had turned thumbs down on blanket authorizations of that nature to the projected 25 clear channel stations. the three-man committee commented at length on commercial and competitive aspects, based on testimony during the WLW experimental renewal hearing last July and general hearings last June. The committee's report is to the FCC and not to Congress.

In pointing to "certain fallacies" in the superpower arguments, the committee made no direct mention of newspapers. It said that it cannot be concluded safely that if radio competition with other media should be "highly successful", the public interest would be served by permitting the "economic annihilation of these other media". The superpower phase of the report continued:

"Consequently, it may be possible that influence might be exerted to stem an economic trend having adverse social effects. Such a movement has been attempted already but so far without success. However, since radio is an industry dependent upon governmental license to use the public domain, it cannot safely be argued that Congress will always permit radio licensees unlimited opportunity to secure all advertising business to the serious detriment of the economic structure of important and necessary services rendered to the public by unlicensed media. The latter have a far greater capital investment and affect the employment of many more thousands of people than radio. Labor displacement resulting from technological development is one of the social problems of the modern age and consequently this is a significant economic factor to be considered in the future of radio advertising business."

Referred to Superpower

The committee dealt at length with possible competitive situations that might arise if superpower were permitted on all clear channels. The battle of the future in national advertising, it said, might well be between the 25 superpower stations and the other advertising media for national business which is unlicensed by the Government. In this competition, it added, it is conceivable that the smaller stations "could easily lose out on all national advertising business".

Commenting on testimony involving WLW to show that its 500 kw. operation had caused no adverse financial effect upon other stations in its sphere of influence, the committee said that while this claim was not successfully controverted in testimony, it must be borne in mind that it is "unsafe to draw this sweeping conclusion from only one year of accurate financial data." If there were 25 such stations, there might be a "natural trend toward the exclusive use of these superpower stations by the largest national and regional advertisers", it said.

In 1937, WLW as the only 500 kw. station secured one-third larger revenues than any 50 kw. station regardless of location, and more than four times those of 50 kw. stations in communities of a size comparable with its own metropolitan district. The 33 stations of 50 kw. or more already secure 44.9% of all network revenue accruing to stations as well as 47.5% of all national spot advertising.

"If 25 stations were authorized to operate with 500 kw. and if each were able to sell as much advertising to national advertisers as the existing 500 kw. station sells, their total billings to national advertisers alone would exceed the total time sales of all 629 commercial stations combined in 1937," said the report.

In view of these uncertainties, the committee said it deemed it unwise to conclude that the existing data "are sufficient to warrant a conclusion in favor of superpower." Until these uncertainties can be removed by more accurate facts, the committee "deems it unwise to permit such increases in power," also:

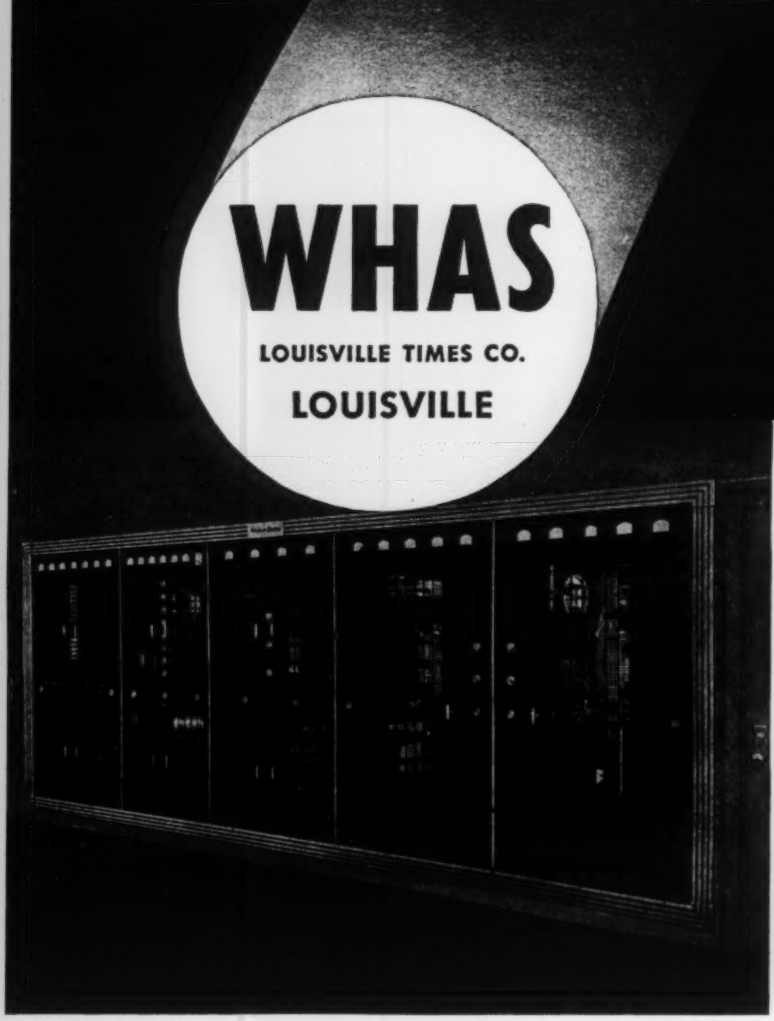
"The several considerations governing the interest of the public in the general broadcasting structure are too great to warrant taking speculative risks, unsupported by adequate data, even though it be true from a technical standpoint that 500 kw. power is one of the methods to improve service in rural areas."

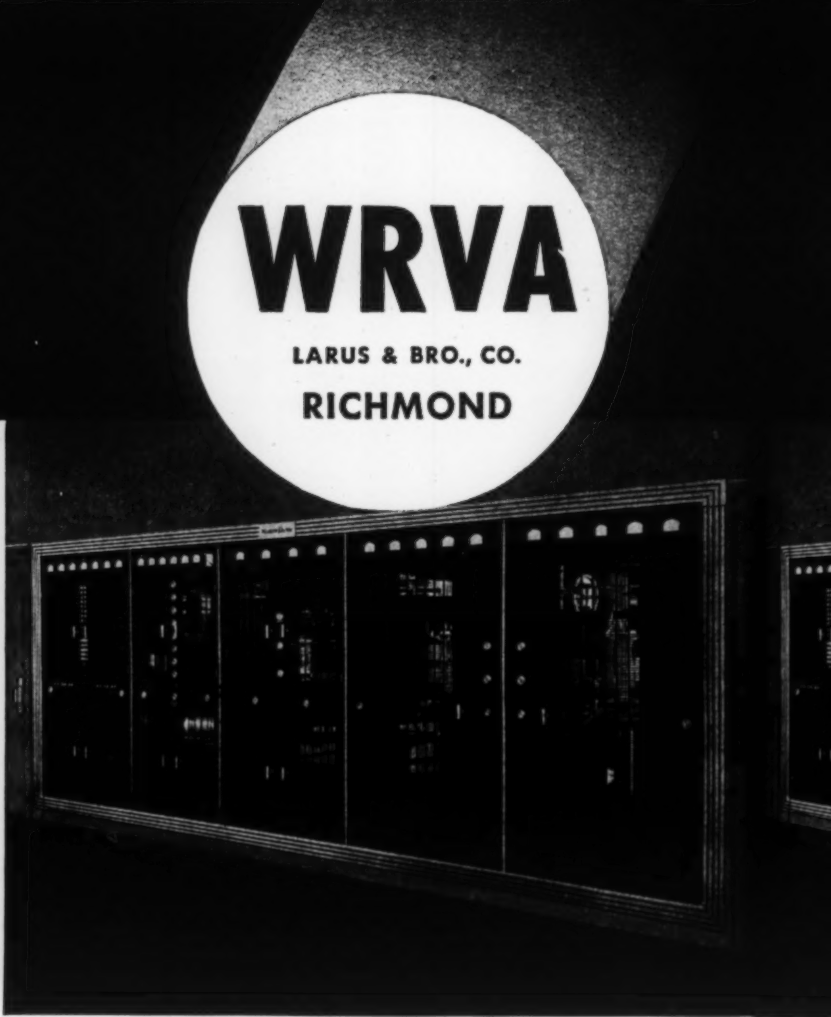
Brown to Push Plan

ACTION on his four-year-old resolution for one-year licenses for broadcast stations to replace the existing six month tenure will be sought within two weeks, Commissioner Thad H. Brown of the FCC announced in Philadelphia April 11. He said he would shortly revive his resolution, which has been dormant since its introduction on Dec. 21, 1934, and seek early action on it. The resolution accords with the recommendation made by the three-man committee on proposed new rules and regulations. It carries a proviso for changing the expiration dates of stations so they will expire after 12 months with an approximately even distribution of expirations each month of the year.

XUM

HAIL COLUMBIA'S 4


WHAS
LOUISVILLE TIMES CO.
LOUISVILLE


WRVA
LARUS & BRO., CO.
RICHMOND

ALL FOUR ARE

Western Electric

EQUIPPED FOR BETTER BROADCASTING

When four fine CBS outlets choose Western Electric 50 KWs, that's pretty convincing evidence that this transmitter has what broadcasters want.

First of all, it has the famous Doherty Circuit which doubles amplifier efficiency, cuts operating costs, lengthens tube life, simplifies tuning, increases reliability and

"ASK YOUR ENGINEER" ***Western***

XUM

NEW 50 KW OUTLETS

KRLD
KRLD RADIO CORP.
DALLAS

WJSV
COLUMBIA BROADCASTING SYSTEM, INC.
WASHINGTON

makes possible a 50 KW transmitter that requires much less space than other 50 KW Transmitters.

Other features that broadcasters like are: improved stabilized feed-back; automatic line voltage regulators; Cathode Ray Oscillograph connections in important circuits; improved grid bias modulation.

All these and more are proofs of advanced engineering by Bell Telephone Laboratories and Western Electric. When you're ready for a new transmitter, whether it be a 100 Watt or a 50 KW, it will pay you to join up with the other leaders who have standardized on Western Electric—for better broadcasting.

Electric

Graybar Distributed by GraybaR Electric Company

DISTRIBUTORS:

Graybar Electric Co., Graybar Building, New York. *In Canada and Newfoundland:* Northern Electric Co., Ltd. *In other countries:* International Standard Electric Corp.

XUM

Social and Economic Aspects Are Analyzed in FCC Report

Committee on Rules & Regulations Recommends Careful Preparation of Questionnaires

MORE rather than less detail from stations on their fiscal and programming operations is the recommendation regarding questionnaires made by the FCC Committee on Rules & Regulations in Part II of its report to the FCC.

After setting forth at length a staggering number of breakdowns and analyses of the questionnaire returns of 1937, the committee in its April 7 report emphasized the inadequacy and "weakness" of the data and attributed it to lack of sufficient definition and instruction to stations. Its observations dealt mainly with program breakdowns, but because of the manner in which commercial vs. sustaining programs are interwoven with the program data, the recommendation obviously goes to complete revenue data also. The committee said it "strongly recommended" that in any future study of program service, the questionnaire form should be "carefully prepared with complete definitions of terms used and fully reviewed before release."

In its discussion of social and economic phases, the committee made conclusions and recommendations dealing with future analyses of business aspects of industry operation. These comments were offered after detailed discussion of particular phases of its study.

Inadequate Facilities

In a chapter devoted to cities without adequate facilities, the committee reiterated previous analyses which showed that there are some 16,598 cities or towns in the country, of which 15,616 have a population of less than 10,000, while 606 have a population between 10,000 and 25,000 each and 376 have a population in excess of 25,000. Of the aggregate, there are 597 towns each with a population in excess of 10,000 which do not have radio stations. Of this number, 464 towns, each with a population between 10,000 and 25,000, and 133 with a population in excess of 25,000, are without stations. The Appendix contained a list of these towns. The report pointed out, however, that of these towns 324, or 54.3%, are within one of the 96 metropolitan districts specified by the Bureau of Census and that each of these districts has one or more stations.

Discussing adequate service for particular communities, the committee said that the best method of obtaining equitable distribution to various communities within a State is to adopt a general rule that if a facility is to be licensed to a community, "it should be adequate to serve that community and its sphere of economic and social influence. The criterion of whether a certain class of station should be assigned to a particular community must include a consideration of the ability of the community and its social and economic sphere of influence to support a radio station in such a manner that it can render efficiently a good service."

The greatest need for improved signal intensity, the committee concluded, is in the Southern regions of the country where the static level is highest and extends for a longer portion of the year than in other parts of the country. In the Rocky Mountain States, where the population is scattered and stations are scarce, there is also a greater need for improvement insofar as engineering aspects are concerned than in other parts of the country.

Where Service Is Best

The States considered to be receiving the best radio service from a technical standpoint were listed as Connecticut, District of Columbia, Illinois, Indiana, Iowa, Kentucky, Massachusetts, New Jersey, New York and Ohio. The States considered most needful of improvements in technical service to the listeners were listed as Alabama, Arizona, Arkansas, Florida, Georgia, Idaho, Louisiana, Maine, Mississippi, Montana, Nevada, New Mexico, North Carolina, Oregon, South Carolina, Utah, Virginia and Wyoming.

In dealing with principles established by the proposed rules and their general technical effect, the committee pointed out that it recommends increase in power of stations where needed and where technically feasible. This relates specifically to horizontal increases for regional stations in the Class III-A bracket from 1,000 watts night to 5,000 watts night where engineeringly feasible and of local stations, described as Class IV, to 250 watts at night where technically possible.

The proposed rules in connection with experimental authorization should encourage experimentation in the broadcast band, the committee said, and at the same time maintain a control over such authorizations such as to prevent "commercial operation from interfering with experimentation and will provide the possibility of economic reward to the stations carrying forward a worthwhile program of experimentation." In this connection, the new rules propose that special experimental authorization be eliminated entirely unless they actually are experimental with no pecuniary return to be realized from such experiments. This grew out of the fact that not more than a score of stations have been operating under such licenses during regular program hours for protracted periods.

Program Service

The bulk of Section III of the appendices dealing with social and economic aspects was given over to program service, definitions, breakdowns as between program classes, competition with other media, and related studies. All these, however, were based on the questionnaire survey made last year by the FCC, covering station revenues for 1937 and program and employment breakdowns for a typical week in 1938. These data, in essence, already have been published, and the BROADCASTING 1939 YEARBOOK carries the main breakdowns and tabulations. The committee pointed out that these data were projected not as new material or information which has any "finality" but for the sake of completeness.

Highlighting this discussion was the showing that music holds the dominating position in each group of stations in percentage of total time on the air, with 46.8% on national network stations, 52.6% on regional network stations, and 59.9% on stations with no network affiliation.

What Sponsors Report

The percentage of commercial time to total time for all programs was 38.1% for national network stations; 27.6% for regional network stations; 30.7% for stations with no network affiliation.

Sponsors seem to prefer music, dramatic and variety programs in the order named, the report said. Talks and dialogues rank in fourth position of favor in four geographical regions, in fifth in two geographical regions and in third position in one region. Dramatics and variety programs receive a greater relative emphasis in commercial time than in total time while talks and dialogues receive less emphasis. Other types of programs appear in

(Continued on page 48)

THOUGH WOWO, Fort Wayne, deems its Dorothy Wright the "most beautiful home economist in America" [BROADCASTING, March 15], KPO, San Francisco NBC station, submits that Janet Baird, NBC commentator, is the acme of pulchritude, the zenith of charm, the utmost . . . etc. Submitted in evidence is the above pose, taken especially for the occasion. No explanation is given for the presence of a drab-appearing news camera perched on her knees.

NAB Asked Views On Questionnaire

FCC Confers on Plans for Collection of 1939 Data

APPARENTLY anxious to avoid the flarebacks which have accompanied its recent questionnaire deluge, the FCC Accounting Department on April 4 and 5 conferred with the Accounting Committee of the NAB regarding the scope of the questionnaire survey for 1939 dealing with industry revenues, programs and employment.

Although it has not yet completed its analysis of the 1938 responses, which were returnable March 15, the FCC Accounting Department seeks to lay the groundwork for the current year's operations so stations will be advised in advance of the character of data which will be sought. At the present writing, it appears likely that the FCC tendency will be toward requirements generally similar to those incorporated in the 1938 questionnaire, which brought a torrent of industry reaction.

Station Comment Sought

The NAB will procure comments from member stations on those portions of the 1938 questionnaire which caused them greatest hardship, it was learned following the informal conferences. These will be considered by a subcommittee of the NAB Accounting Committee in New York May 8, with the object of supplying the FCC with industry reactions by June 15. The FCC would like to get the questionnaire forms out by early fall. Originally it had contemplated mailing them this spring so stations would be on notice and could keep their books accordingly, returning the schedules by March 1, 1940. The reaction to the 1938 questionnaire was so vehement, however, that the slower, more deliberate course was decided upon.

The FCC Accounting Department's attitude is that it would like to have the industry, insofar as possible, "write its own ticket" on the questionnaire. That, however, does not take into account the veto power of the FCC itself, for certain of its members are inclined to "crack down" by stiff regulatory methods rather than to pursue a philosophy of industry cooperation.

Attending the informal conferences were William J. Norfleet, FCC chief accountant; H. M. Long, assistant chief accountant, and DeQuincy V. Sutton, head accountant, respectively. Representing the NAB were President Neville Miller; Secretary-Treasurer Edwin M. Spence; Harry C. Wilder, WSYR, chairman of the Accounting Committee; Frank K. White, CBS treasurer; H. F. McKeon, NBC auditor; E. M. Stoer, comptroller and executive of Hearst Radio Inc.; J. E. Holley, WTAG, Worcester, committee members.

The NAB subcommittee meeting in New York May 8 to consider industry comments on the questionnaire data will comprise Messrs. Wilder, White, McKeon and Spence.

WADN are the call letters assigned by the FCC for the new local station in Asheville, N. C., which the FCC has authorized Harold H. Thoms, owner of the *Asheville Daily News*, to construct [BROADCASTING, April 1].

RESOLVED!

30 Days of Progress

These stations subscribed to NAB-Lang-Worth Plan the first 30 days.

ALABAMA	
WSGN	Birmingham
CALIFORNIA	
KFVD	Los Angeles
KJBS	San Francisco
KSFO	San Francisco
KTKC	Visalia
COLORADO	
KFEL	Denver
FLORIDA	
WTAL	Tallahassee
GEORGIA	
WSB	Atlanta
WMAZ	Macon
WTOC	Savannah
KENTUCKY	
WHAS	Louisville
MARYLAND	
WCBM	Baltimore
WSAL	Salisbury
MASSACHUSETTS	
WAAB	Boston
WMEX	Boston
MISSOURI	
KMBC	Kansas City
MONTANA	
KGIR	Butte
KPFA	Helena
KGVO	Missoula
NEBRASKA	
WOW	Omaha
OHIO	
WKBN	Youngstown
OKLAHOMA	
KASA	Elk City
KTOK	Oklahoma City
OREGON	
KOIN-KALE	Portland
SOUTH CAROLINA	
WSPA	Spartanburg
TENNESSEE	
WDOD	Chattanooga
WMC	Memphis
WSM	Nashville
TEXAS	
KGNC	Amarillo
WFAA	Dallas
WBAP	Fort Worth
KXYZ	Houston
WOAI	San Antonio
VIRGINIA	
WLVA	Lynchburg
WTAR	Norfolk
WRVA	Richmond
WASHINGTON	
KRSC	Seattle
WEST VIRGINIA	
WSAZ	Huntington

●

Extract of resolution adopted by the Copyright Committee of the NAB, March 21st, 1939

"**WHEREAS** in the opinion of the NAB the ASCAP's present method of licensing broadcasters . . . is inequitable, inasmuch as it compels broadcasters to pay fees on programs not using ASCAP music.

THEREFORE, be it unanimously resolved, that the Copyright Committee of the NAB . . . authorize Neville Miller, President . . . to enter into immediate negotiations with ASCAP . . . predicated on the principle of paying royalties on only that revenue derived from the sale of time for programs involving the use of the ASCAP catalogues, and be it, therefore, further resolved that negotiations shall be carried on with the object of obtaining definite acceptance on a practical basis to the above principle from ASCAP by May 31st, 1939."

●

Broadcasters Are Applauding!

Broadcasters are applauding the resolution (quoted above) of the NAB Copyright Committee. Networks, Affiliates and Independent stations are seeing eye to eye on this vital subject.

By starting negotiations NOW, another, and still costlier, eleventh hour ultimatum will be avoided.

A recorded library of 300 hours of tax-free music is but the first step in the well designed NAB-Lang-Worth Plan to promote Radio's own music and free it from total dependence on copyright organizations.

Just as the NAB wisely starts negotiations at once, so too is every far-visioned station operator investing NOW in tax-free music . . . because, with the adoption of a more equitable ASCAP license, every station owner will profit in exact proportion to the amount of tax-free music he has available.

Says President Neville Miller: "300 hours of tax-free music will be of inestimable value to the Industry. I urge all broadcasters to give the NAB-Lang-Worth Plan their wholehearted support immediately".

●

LANG-WORTH

FEATURE PROGRAMS INC.
420 MADISON AVE., NEW YORK

Set Industry and Broadcasters Actively Boosting Radio Drive

'Open House Week' to Launch Campaign April 17; Many Special Programs to Be Broadcast

GRATIFYING cooperation, both from the broadcasting industry and the radio manufacturing field, on the joint all-radio promotion campaign, is reported by headquarters offices in Washington of the trade associations of both fields.

To be launched April 17 with "Open House Week", the campaign is the crystallization of more than a year of planning by the two trade groups. While the April 17 week provides the opening volley, the campaign is designed as a continuing one in which broadcasters, manufacturers, and radio dealers would coordinate their efforts in nationwide self-promotion. The erroneous impression apparently had been created, it was stated, that the campaign was simply a "radio week proposition" and would terminate after that time.

Bond Geddes, executive vice-president of Radio Manufacturers Assn., and Ed Kirby, NAB public relations director, both report unprecedented interest and support throughout the country. Many meetings of broadcasters, manufacturers, jobbers and dealers, already have been held locally to launch the campaign and much promotional data has been sent from the association headquarters. The national networks will participate with special broadcasts during the April 17 week, which will be supplemented by local station campaigns and specially prepared transcriptions.

Dealer Displays

With the two-edged objective of promoting radio listening and increasing new set sales, the campaign is based entirely on inter-industry cooperation. It is expected, however, that the mutuality of interest will result in more widespread use of local spots and programs by radio dealers. Moreover, cooperative manufacturers' campaigns are expected to result in greater use of radio than heretofore. As the campaign moves toward the summer months, RMA through manufacturer members will place new displays and promotional material in the hands of the some 55,000 dealers, which will emphasize various seasonal appeals in programming.

Each trade association, twice weekly, is supplying its members and their advertising agencies with NAB-RMA service bulletins. In that fashion, all participants will be kept abreast of the work going forward and given the benefit of ideas evolved by others.

Each station has been supplied with 200 window streamers to promote "Open House Week". A 30-minute recorded dramatization of the objectives and possibilities of the drive, titled *The Giant Speaks* has been sent to all stations. This was supplemented by a transcription of remarks of NAB President Neville Miller and RMA President A. S. Wells on the campaign. NAB reported that many broadcasters have lined up luncheons and civic, business and trade groups for radio talks to be delivered during the early spring months. NAB has sent to member stations a manuscript of a 25-minute talk upon which these speeches can be based, entitled "What a Free Radio Means to America".

Notices sent NAB headquarters indicated that possibly 100 separate meetings of broadcasters and radio dealers have been arranged throughout the country in advance of April 17. The effort was to have all dealers in particular communities sit down with all broadcasters and discuss the cooperative promotional plans.

Special Programs

CBS has arranged an ambitious series of programs to launch its phase of the campaign, with eight definite programs scheduled from April 17 through May 28. These included a special *American School of the Air* broadcast with an open house invitation to student listeners; a Columbia Workshop dramatization titled *It Seems Radio Is Here to Stay*, an original script; *People's Platform*, constituting a roundtable discussion on "Radio and the Public Interest". A special radio presentation of "So You Want to Be" in which several participants will discuss intimate aspects of radio as a profession; *Adventures in Science*, wherein Dr. Peter C. Goldmark, CBS chief television manager, and Gilbert Seldes, television program director, will be interviewed on the future of the visual medium, particularly in connection with new laboratory innovations; *Americans at Work*, constituting a dramatization and interviews with workers in the CBS special events department, to include such figures as H. V. Kaltenborn, Paul White, and Bob Trout, with a foreign pick-up and a demonstration of how a network covers a crisis; and Howard Barlow and the CBS Symphony Orchestra playing the prize-winning compositions in National Federation of Music Clubs contests and other works written especially for radio.

HOT SHOT shooter is Charles H. Crutchfield, program director of WBT, Charlotte, who won third place in the automatic rapid-fire tournament of the pistol championship matches recently in Coral Gables, Fla. He was the only contestant in the matches from the broadcasting industry.

The major networks, it is understood, also will keep their clients and agencies posted on the cooperative campaign. This may result in shaping of commercials in certain of these programs to tie into the nationwide efforts.

Theodore C. Streibert, vice-president of MBS and WOR, asserted that a number of regular artists and commentators will make special mention in some manner of the service rendered by broadcasting, aside from special programs which will be offered. WOR also is planning a demonstration of the improvements in radio reception since 1922 with the use of filters on a Wallenstein Sinfonietta program April 20 which will be fed to the network.

NBC on April 10 announced elaborate plans for celebration of "Open House Week". A number of its regular programs and many special features have been scheduled, it stated.

Program Plans

The April 16 *Magic Key of RCA* was to include a discussion between NAB President Miller and RMA Executive Vice-President Geddes, regarding the purposes of the campaign, both to be heard from NBC studios in Washington.

Two programs dealing with radio itself—*The Spectacular Spinkle* and *This Is Radio*—were to have repeat performances on the Blue. A new dramatic sketch dedicated to the radio dealer and talks by leading figures in the trade regarding the services provided by dealers and repair men, also were planned.

Among programs arranged during the Week, tying into the campaign, were *National Radio Forum*, involving a discussion of problems in the industry and suggestions for satisfactory solution; value of radio in preventing juvenile delinquency during the Alma Kitchell program; the part of radio in international affairs discussed by S. K. Ratcliffe, British lecturer, and another dozen tentatively scheduled features. It was pointed out that the tentative schedule by no means completes NBC's plans and that such programs as *National Farm and Home Hour*, Nellie's Revell's *Meet The Artist*, and special events will be included.

March Time Sales of Major Networks Continue to Create All-Time Records

NETWORK billings spurted ahead in March, as NBC achieved the largest time sales of any month in its history and CBS had its second highest month, topped only by March of last year. Combined gross billings for NBC, CBS and MBS for the month totaled $7,403,512, a gain of 4.7% over the $7,074,025 reported for March, 1938. Combined cumulative billings for the first quarter totaled $20,993,389, 2.7% ahead of the same period last year when the total was $20,449,018.

NBC's all-time high of $4,170,852 is made up of $3,132,832 billed to clients of the Red network and $1,038,020 of Blue billings, new highs for each of these networks and the first time the Blue has passed the million mark. March was the 16th consecutive month to show an increase in NBC billings in comparison with the same month of the previous year. For the quarter NBC billings totaled $11,953,447, a gain of 7.7% over the first quarter billings in 1938, which totaled $11,098,400.

Mutual's March billings of $306,976, 31.8% ahead of March 1938, raised the network's total gross billings for the quarter to $898,659 as compared with $756,021 for the same period of last year, an increase of 18.9%. Though the month was the second largest in CBS history, the network still shows a loss of 3.6% in comparison with the same month last year, which was the all-time CBS high. For the first three months of 1939, CBS shows a total of $8,141,283, a loss of 5.3% as compared to the $8,594,597 billed in the first quarter of 1938. Indications are, however, that the comparative losses which CBS has reported for the past 12 months will be broken in April, as the first week of this month shows a 16.5% gain over the same week in 1938.

Gross Monthly Time Sales

	1939	*% Gain over 1938*	*1938*
NBC			
Jan.	$4,033,900	6.3%	$3,793,516
Feb.	3,748,695	7.2	3,498,053
March	4,170,852	9.6	3,806,831
CBS			
Jan.	2,674,057	—7.1	2,879,945
Feb.	2,541,542	—5.2	2,680,335
March	2,925,684	—3.6	3,034,317
MBS			
Jan.	315,078	16.7	269,894
Feb.	276,605	9.2	253,250
March	306,976	31.8	232,877

Settles WFIL Suit

SETTLEMENT of the suit of Donald Withycomb, former general manager of WFIL, Philadelphia, for performance of his employment contract, was effected out of court April 10, according to an announcement by Samuel R. Rosenbaum, president of WFIL Broadcasting Co. Terms of the settlement were not disclosed. Mr. Withycomb filed two suits in New York seeking $50,000, claiming his contract had two and a half years to run or until Dec. 31, 1940. He left the station in September, 1938. The two suits have been discontinued as a consequence of the settlement. The amicable settlement was effected by the board of directors of the WFIL Broadcasting Co. with Mr. Withycomb and Stuart Sprague of New York, Mr. Withycomb's counsel.

Richfield Spots on 35

RICHFIELD OIL Corp., Los Angeles, from April 10 through May 19 is conducting a campaign of five transcribed announcements weekly, Monday through Friday, on a list of 35 stations throughout the country. The account is handled by Sherman K. Ellis & Co., New York.

Amoco Returns on CBS

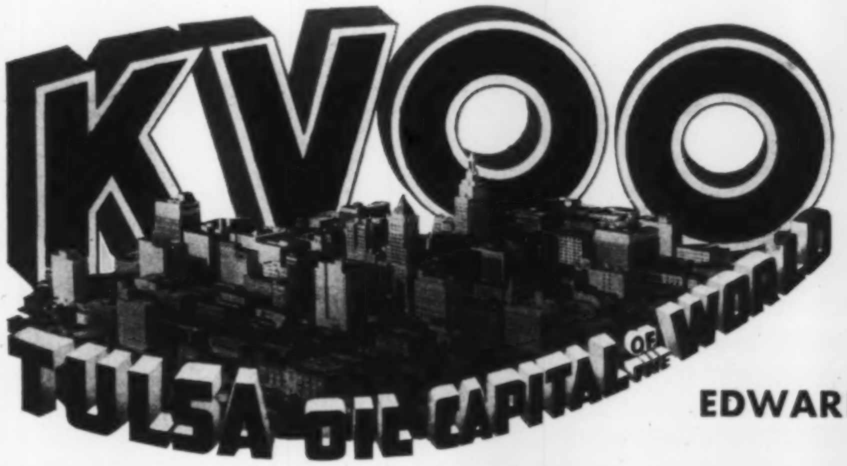
AMERICAN OIL Co., Baltimore, former regional network and spot advertiser, which in the last few years has confined its radio activity to sponsorship of the broadcast of the annual Preakness race at Pimlico, on May 1 will start a series of news commentaries by Edwin C. Hill over a 38-station CBS network in the interest of Amoco gasoline.

Saddle Mountain Roundup!

More than 1,000 people turned away . . . . 4,000 people crowded into Tulsa's Convention Hall for the first Saddle Mountain Roundup, new Saturday night show featuring KVOO talent! These people came from a radius of 100 miles around Tulsa, sold on the idea through KVOO exclusively! What KVOO did for the Saddle Mountain Roundup *it can do for you!*

Tulsa Oklahoma is the Oil Capital of the World. 58th in population, Tulsa stands 28th in per capita income; pays 38% higher average weekly wage than national average.

Within a radius of 75 miles of Tulsa lie 28% of Oklahoma's area, 40% of Oklahoma's population, furnishing 43% of Oklahoma's buying power and 44% of Oklahoma's actual retail sales. *Cover Oklahoma's Greatest Market with KVOO!*


KVOO
TULSA OIL CAPITAL OF THE WORLD

Oklahoma's Most Powerful Station

25,000 WATTS BOTH N.B.C. NETWORKS

EDWARD PETRY AND COMPANY
NATIONAL REPRESENTATIVES

Cities Observing Daylight Saving Time: 1939

DAYLIGHT saving time will be observed this year by many cities, the period generally extending from 2 a. m. April 30 to 2 a. m. Sept. 24. A list of cities observing daylight time during the current summer, as compiled from questionnaires by the Merchant's Association of New York, is presented on this page.

NEW YORK

Accord
Albany
Alden
Altamont
Amenia
Amherst
Amityville
Amsterdam
Angola
Ashokan
Athol Springs
Ardsley
Athens
Auburn
Babylon
Baldwin
Ballston Spa
Bay Shore
Bayville
Beacon
Bedford
Bellmore
Bellport
Berlin
Bloomingburg
Blue Point
Bolton
Bowmansville
Brainard
Brewster
Briarcliff Manor
Brockport
Bronxville
Brooklyn
Buffalo
Burnside
Burt
Buskirk
Cairo
Campbell Hall
Cambridge
Canajoharie
Castleton-on-Hudson
Catskill
Cedarhurst
Center Moriches
Centerport
Chappaqua
*Chautauqua
Chatham
Chestertown
Clarence
Clark Mills
Claverack
Clinton
Coeymans
Cohoes
Cold Spring Harbor
Commack
Congers
Copake
Corinth
Cornwall
Cottekill
Craryville
Crystal Run
Croton-on-Hudson
Dannemora
Delmar
Depew
Derby
Dobbs Ferry
Dolgeville
Dover Plains
Eagle Bridge
East Aurora
East Clarence
East Greenbush
East Hampton
East Northport
East Rochester
Elizabethtown
Ellenville
***Ellicott**
Elmsford
Esopus
Fair Oaks
*Falconer
Farmingdale
Far Rockaway
Ferndale
Firthcliffe
Fleischmann's
Floral Park
Flushing
Fonda
Forest Hills
Fort Edward
Fort Plain
Fort Salonga
Frankfort
Franklin Springs
Freeport
Garden City
Gardiner
Gasport (a)
Ghent
Glen, The
Glen Cove
Glens Falls
Gloversville
Goshen
Gowanda
Granville
Great Neck
Greenburgh
Greendale
Green Island
Greenlawn
Greenport
Greenwich
Hadley
Haines Falls
Hamptonburgh
Harmon
Harrison
Hartsdale
Hastings-on-Hudson
Haverstraw
Hawthorne
Hempstead
Herkimer
Hewlett
Highland
Highland Falls
Hillsdale
Hollis
Hoosick
Hoosick Falls
Hudson
Hudson Falls
Hunter
Huntington
Hurley
Hyde Park
Ilion
Irvington
Islip
Jamaica
Jamestown (b)
Jericho
Johnsonville
Johnstown
Katonah
Kerhonkson
Kinderhook
Kingston
Kyserike
Lake George
Lake Mahopac
Lake Placid
Lake View
Lancaster
Larchmont
Lawrence
Liberty
Lindenhurst
Little Falls
Lloyd Harbor
Lockport
Long Beach
Locust Valley
Long Island City
Luzon
Lynbrook
Lyon Mountain
Malone
Malverne
Mamakating
Mamaroneck
Manhasset
Marcy
Massapequa
Mechanicville
Mellenville
Melrose
Merrick
Middleville
Millbrooke
Millerton
Mineola
Mohawk
Monroe
Monticello
Montrose
Mount Kisco
Mount Vernon
Mountain Dale
Napanoch
Nassau
Newburgh
New Castle
New Hartford
New Lebanon
New Paltz
Newton Hook
New Rochelle
New York
Niagara Falls
Niverville
Northport
North Tonawanda
Northville
Nyack
Ogdensburg
Oriskany
Ossining
Oyster Bay
Palatine Bridge
Parksville
Patchogue
Pawling
Peekskill
Pelham
Pelham Manor
Petersburg Junction
Phillipsport
Philmont
Phoenicia
Piermont
Pine Hill
Plandome
Plattsburgh
Pleasantville
Point O'Woods
Port Chester
Port Jefferson
Port Jervis
Port Washington
Poughkeepsie
Pulvers
Purchase
Queens Village
Quogue
Ravena
Rensselaer
Rhinebeck
Rhinecliff
Richmond Hill
Riverhead
Riverside
Rochester
Rockville Center
Rome
Roosevelt
Roscoe
Rosendale
Roslyn
Round Lake
Rye
Sag Harbor
St. Johnsville
St. Josephs
Saranac Lake
Saratoga Springs
Saugerties
Sayville
Scarborough
Scarsdale
Schenectady
Schroon Lake
Schuylerville
Sea Cliff
Seaford
Selkirk
Shandaken
Slingerlands
Sloan
Smithtown
Southampton
Southhold
Springfield Gardens
Spring Glen
Spring Valley
Staatsburg
Standish
Stuyvesant
Suffern
Summitville
Syosset
Tannersville
Tarrytown
Ticonderoga
Tivoli
Tonawanda
Troy
Tuckahoe
Tupper Lake
Tuxedo
Utica
Valatie
Valhalla
Valley Falls
Valley Stream
Van Hoesen
Voorheesville
Walden
Wallkill
Walloomsac
Wantagh
Wappingers Falls
Warrensburg
Warwick
Wassaic
Watertown
Watervliet
Wawarsing
Wemple
Wende
West Athens
Westbrookville
Westbury
*Westfield
West Hampton
West Hurley
Westmoreland
West Point
West Waterford
Whitehall
White Plains
Whitesboro
Williamsville
Wingdale
Winterton
Woodbury
Woodhaven
Woodmere
Woodridge
Woodstock
Wurtsboro
Yonkers

(a) Observed only by union schools.
(b) From June 4 to Sept. 4
(*) Dates not decided.

PENNSYLVANIA

Aliquippa
Allentown
Ambler
Ambridge
Analomink
Ardmore
Atglen
Bangor
Bath
Beaver
Beaver Falls
Bethlehem
Birdsboro
Boyertown
Braddock
Bristol
Carnegie
Catasauqua
Chester
Christiana
Coatesville
Conshohocken
Coraopolis
Cresco
Danielsville
Delaware Water Gap
Downingtown
Doylestown
Dravosburg
Easton
East Pittsburgh
Eddystone
Elizabeth
Emaus
Ephrata
Erie
Evans City
Fallstown
Freemansburg
Freeport
Gap
Glen Loch
Hamburg
Harrisburg
Hatboro
Haverford
Henryville
Homestead
Irwin
Jenkintown
Johnstown
Kittanning
Kutztown
Lancaster
Langhorne
Lansdale
Leechburg
Lititz
Malvern
Manheim
Marcus Hook
McKeesport
McKee's Rocks
Mechanicsburg
Media
Milford
Monaca
Mount Bethel
Mount Pocono
Mount Union
Mountville
Myerstown
Nazareth
New Brighton
New Hope
New Kensington
Newtown
Norristown
Northampton
Palmerton
Paoli
Parkersburg
Penn Argyle
Pennsburg
Perkasie
Philadelphia
Phoenixville
Pittsburgh
Pocono Manor
Pocono Summit
Pomeroy
Pottstown
Quakertown
Reading
Rochester
Royersford
Schwenksville
Sewickley
Shawnee
Slatington
Souderton
Spring City
Steelton
Stockertown
Stroudsburg
Swarthmore
Tarentum
Thorndale
Trainer
Warren
Wayne
Wernersville
West Chester
West Pittsburgh
West Willow
Whitford
Wilkinsburg
Willow Grove
Wind Gap
Zelienople

ILLINOIS

Aurora
Barrington
Bartlett
Batavia
Bensenville
Berwyn
Blue Island
Broadview
Brookfield
Chicago
Chicago Heights
Chicago Lawn
Chicago Ridge
Cicero
Clarendon Hills
Cloverdale
Clyde
Congress Park
Crete
Deerfield
Des Plains
Dolton
Downers Grove
Elgin
Elmhurst
Elmwood Park
Eola
Evanston
Evergreen Park
Fox Lake
Franklin Park
Geneva
Glencoe
Glenview
Glenwood
Golf
Grays Lake
Harvey
Highland Park
Hillside
Hines
Hinsdale
Hollywood
Homewood
Ingleside
Itasca
Joliet
Kenilworth
Kensington
La Grange
Lake Bluff
Lake Forest
Lansing
Lemont
Libertyville
Lisle
Long Lake
Mannheim
Matteson
Maywood
Medinah
Morton Grove
Morton Park
Naperville
Northbrook
Oak Lawn
Oak Park
Ontarioville
Orland Park
Palos Park
Pullman
River Grove
Riverside
Rondout
Roselle
Round Lake
St. Charles
South Holland
Spaulding
Steger
Teckny
Thornton
Waukegan
West Dundee
West Lake Forest
Western Springs
Westmont
Wheaton
Wilmette
Winnetka
Wooddale
Woodstock
Worth
Zion

INDIANA

Connersville
Crown Point
Elkhart
East Chicago
Fort Wayne
Gary
Goshen
Hammond
Hobart
Indiana Harbor
Kendallville
Lagrange
La Porte
Michigan City
Mishawaka
New Carlisle
Rome-City
South Bend (a)
Valparaiso
Whiting

(a) From April 23-Sept. 24.

MICHIGAN

Under the terms of the State Law adopted April 23, 1931, Eastern Standard Time is defined as legal time for the entire State of Michigan.

The cities, towns and villages in the Lower Peninsula follow Eastern Standard Time throughout the year.

In the Upper Peninsula Central Standard Time is generally followed, except that the following named cities and towns will observe Daylight Saving by changing to Eastern Standard Time April 30 and continuing until Sept. 24.

Escanaba
Gladstone
Ishpeming
Marquette
Negaunee
Rapid River

The following cities and towns in the Upper Peninsula follow Eastern Standard Time throughout the year:

Calumet
Hancock
Houghton
Manistique
Munising
Newberry
St. Ignace
Sault Ste. Marie

OHIO

Due to demands for Daylight Saving in cities, towns and villages outside the Eastern Time Zone, the entire State was put on Eastern Standard Time, effective April 3, 1927, by order of the Interstate Commerce Commission. A few small towns located near the Indiana State line follow Central Standard time.

NEW JERSEY

Every city, town and village in the State observes Daylight Saving.

DELAWARE

Daylight Saving observed in cities, towns and villages of Newscastle County.

CONNECTICUT

Daylight Saving Time generally observed throughout the State.

MASSACHUSETTS

Observance required by State law.

NEW HAMPSHIRE

Observance required by state law.

RHODE ISLAND

Entire State.

VERMONT

Barre
Barton
Bellows Falls
Bennington
Bethel
Bradford
Brandon
Brattleboro
Burlington
Canaan
Castleton
Chester
Danville
Derby Line
Enosburg Falls (Village) (a)
Fairhaven
Fairlee
Gilman
Hardwicke (b)
Highgate Springs
Hyde Park
Jeffersonville
Johnson
Londonderry
Ludlow
Manchester
Middlebury (c)
Middletown Springs
Montpelier
Newport
North Pownal
Norwich
Orleans
Pittsford
Plainfield
Poultney
Proctor
Proctorsville
Randolph (Village)
Richford (d)
Rochester
Rockingham
Rutland
St. Albans
St. Johnsbury
Saxton's River
Shaftsbury
South Shaftsbury
Springfield
Stowe
Swanton (a)
Vergennes
Waterbury
Wilmington
Woodstock

(a) From May 28 to Sept. 10.
(b) From May 7 to Sept. 24.
(c) Starting April 29.
(d) From May 28 to Sept. 3.

MAINE

Auburn
Augusta
Bangor (a)
Bar Harbor
Bath
Bay View
Belfast
Biddleford
Bingham
Blue Hill
Boothbay Harbor
Bowdoinham
Bridgton
Bristol
Brunswick
Buckfield
Bucksport
Calais
Camden
Canton
Caribou
Castine
Clinton
Corinna
Cornish
Cumberland Mills
Damariscotta
Danforth
Danville Junction
Dark Harbor
Deering Junction
Dennysville
Derby
Dexter
Dixfield
Dover-Foxcroft
Eagle Lake
East Machias
East Millinocket
East Newport
Easton
Eastport
Ellsworth
Enfield
Fairfield
Fairmount
Farmington
Fort Fairfield (a)
Fort Kent
Franklin
Freedom
Freeport
Frenchville
Gardiner
Goodrich
Grand Isle
Greenville
Guilford
Hallowell
Hancock
Harrison
Hermon Pond
Houlton
Jackman
Jemtland
Keegan
Kennebunk
Kennebunkport
Lewiston
Limestone
Lincoln
Lisbon
Lisbon Falls
Livermore Falls
Machias
Madawaska
Madison (b)
Manchester
Mapleton
Mars Hill
Mattawamkeag
Mechanic Falls
Millinocket
Milo
Monmouth
Mount Vernon
Naples
Newport Junction
New Sweden
Norridgewock
North Anson
North Bangor
North Berwick
North Jay
Northern Me. Junct.
Norway
Oakland
Ogunquit
Old Orchard Beach
Old Town
Orono
Pembroke
Phair
Pittsfield
Poland
Portland (c)
Presque Isle (a)
Rangeley
Raymond (d)
Readfield
Richmond
Rockland
Rumford
Saint Francis

(*Continued on page 53*)

RADIO RESEARCH

PROBABLY every one interested in radio has received recently the printed report of the Joint Committee on Radio Research on its study of rural radio listening, and the C.B.S. book entitled "Columbia's R.F.D. Audience".

All of the personal field interviews for both of these studies were made by The Hooper-Holmes Bureau, Inc. The Columbia study was made in the identical 96 counties six months after the Joint Committee study. It contains a table showing comparable data from the two studies. The close correlation shown is a clear indication of the carefulness and accuracy of the Hooper-Holmes field work.

Radio stations should discuss with us the value of our radio listening roster surveys which give an accurate picture of local competition. They also show the programs listened to during the entire broadcasting day for an entire week. Such studies furthermore give the economic level of all listeners, telephone and automobile ownership, etc.

Station owners can also obtain through us an accurate and acceptable picture of the territory reached. We conducted practically all of the experimental studies of the Joint Committee on this subject.

Furthermore, advertisers, agencies and radio stations can obtain through us complete checks of individual programs by personal interview.

Anyone interested in radio research should discuss his problems with us.

★

WHAT IS THE HOOPER-HOLMES BUREAU?

For 40 years (since 1899) this Bureau has been making confidential reports to insurance companies on applicants for all kinds of insurance. Most of these are made and written by trained Inspectors, all of whom are full-time men. Their work is supervised by 80 Branch Offices. They regularly cover 11,140 cities and towns in their insurance work and their efforts are supplemented by 55,000 part-time correspondents.

Address all inquiries to Market Research Division, Chester E. Haring, Director.

THE HOOPER-HOLMES BUREAU, INC.

102 MAIDEN LANE, NEW YORK

THE TEXAS QUALITY NETWORK · ·

EACH STATION AFFILIATED WITH THE NATIONAL BROADCASTING CO.

Ask for Texas Quality Network St

EDWARD PETRY & COMPANY, INC

TODAY...
TEXAS RANGES ARE IN THE KITCHEN

There was a time when a Texas range meant wide open spaces and cowboys in the saddle. Today the range is the center of every Texas household—and Mrs. Texas Housewife heads up the household buying.

But 60% of the Texas homes are located away from the urban centers. And there's just one way to reach this vast, evenly distributed buying power—*with the 105,000 watts of the Texas Quality Network.*

At the same time the TQN stations are first choice in Dallas, Fort Worth, Houston and San Antonio. They are first in these Four Star Texas markets because of their top-ranking network programs, good local productions, News broadcasts and Sport features.

TQN power and programs deliver *both* urban and rural audiences in Texas—TQN coverage fits the population pattern of Texas like a glove. That's why advertisers have said TQN since 1934—and continued profitable experience prompts them to say TQN today more than ever before.

K · · · WFAA-WBAP **KPRC** **WOAI**

DALLAS FT. WORTH HOUSTON SAN ANTONIO

ity Network Standard Market Data Brochure

INC. - NATIONAL REPRESENTATIVES

Five New Locals Are Authorized in Decisions by FCC

Three Fulltime and Two Day Stations Granted CP's

FIVE new local broadcasting stations have been authorized for construction by the FCC during the last two weeks. On April 3, to become effective April 10, it approved new stations to be located in St. Petersburg, Fla.; Fredericksburg, Va., and Sedalia, Mo. On April 10 it authorized new stations in McComb, Miss. and Provo, Utah, effective April 17.

The St. Petersburg grant, 100 watts night and 250 day on 1370 kc., went to Pinellas Broadcasting Co., in which Sam H. Mann Jr., member of the local law firm of Bussey, Mann & Barton, holds 48 out of 50 shares. In making the grant, the Commission sustained the recommendation last June of former Examiner P. W. Seward. Call letters will be WBOX.

Virginia Station

The Fredericksburg grant, 250 watts daytime only on 1260 kc., went to Fredericksburg Broadcasting Co., in which the prime mover is Richard Field Lewis, chief engineer of KFXM, San Bernardino, Cal., and former chief engineer of KROW, Oakland, Cal., who will be the station's general manager and chief engineer. Mr. Lewis has deposited $15,000 in a local bank to cover his subscription to 60 out of 100 shares of stock, the remainder to be held by a group of eight local residents headed by Benjamin T. Pitts, as president of the corporation, each having subscribed to five shares. In making the grant the Commission reversed a recommendation last December by Examiner Robert L. Irwin. Call letters will be WFVA.

The Sedalia grant went to Albert S. and Robert A. Drohlich, and covers 100 watts night and 250 until local sunset on 1500 kc. Both brothers are employed by the American Sales Co., St. Louis general merchandising concern, Albert S. being manager of one of its stores at Smithton, Mo., and Robert A. having formerly been located at Versailles, Mo. Robert A. expects to resign his position to become operating head of the station. Examiner Irwin's report of last December was sustained.

Reversing former Examiner Berry, the Commission authorized McComb Broadcasting Corp. to construct a 100-watt daytime station on 1200 kc. Stockholders are two Biloxi residents — Robert Louis Sanders, formerly of KCRJ, Jerome, Ariz.; WJBW, New Orleans, and WGCM, Gulfport, who will be president and 40% stockholder; George Blumenstock, chief owner of the Southern Radio Writers Guild, Biloxi, and formerly with stations in Chicago and St. Louis, general manager, director and 40% stockholder, and Kramer Service Inc., of which Mayor Xavier A. Kramer of McComb is president, 3½% stockholder. Call letters will be WSKB.

Sustaining former Examiner Seward, the Commission granted the application of Clifton A. Tolboe, associated with his father in the construction business, to erect a new station with 100 watts night and 250 day on 1210 kc. at Provo.

LOUISVILLE welcomed Paul Sullivan, ex-WLW newscaster now with WHAS, when on April 3 Mayor Scholtz (right) presented him with the key to the city as he began his new duties. At left is T. V. Hartnett, vice-president of Brown & Williamson Tobacco Co., Sullivan's sponsor; next to him are Sullivan and Mark Ethridge, general manager of the *Louisville Courier Journal* and *Times*, operating WHAS, and past president of NAB. This year's Kentucky Derby will be the first for Sullivan, who will share honors with CBS announcers covering the event.

THREE OWNERSHIP CHANGES APPROVED

THREE more station transfers, with newspaper interests dominating in the acquisitions, were approved by the FCC decisions rendered April 10 to become effective April 17.

One decision transfers control of the Golden Empire Broadcasting Co., licensee of the 250-watt KHSL, Chicago, Cal., and the 100-watt KVCV, Redding, Cal., to a group comprising Ray McClung, publisher of the *Merced* (Cal.) *Sun-Star*, who is also part owner of KYOS, Merced, and who will hold 150 shares of stock; Horace E. Thomas, publisher of the *Marysville* (Cal.) *Appeal-Democrat*, 75 shares, and Stanley R. Pratt, Chico radio consultant, 75 shares. They purchased the two stations for $55,000 from Harold Smithson, manager of both; William Schied, of San Francisco, and Sidney R. Lewis, of San Francisco, each one-third owner.

In another decision, Lloyd E. Squire and William G. Ricker become owners of WDEV, Waterbury, Vt., upon transfer from the estates of the late Harry C. Whitehill, former publisher of the weekly *Waterbury Record*, and the late Mary M. Whitehill. They have been operating the 500-watt daytime station on 550 kc. since the deaths of the Whitehills and Mrs. Whitehill's will stipulated that it be turned over to them.

Would Buy WBNO

ALREADY the owner of the transmitting plant of WBNO, New Orleans, which he rents to the licensee, Coliseum Place Baptist Church, James A. Noe has applied to the FCC for authority to purchase the station, a local fulltime outlet on 1420 kc. Mr. Noe, prominent oil man and former lieutenant-governor of Louisiana, would own 99% of the stock of WBNO Inc., which would take over the station. Though church-owned, the station has long operated as a commercial outlet.

A LATE model RCA console receiving set was presented to the National Press Club in Washington recently by Frank Mullen, RCA public relations director, bearing a plate inscribed "in appreciation of its contribution to the success of the first all-electron television demonstration" held in the Press Club Jan. 27-Feb. 3.

Thornwald Lease Voided, Jordan New WRR Head

CHARLES B. JORDAN, for the last 11 years with WRR, Dallas, and since 1933 its assistant general manager, on April 1 became acting manager of the municipally-owned but commercially-operated station following the voiding of the City of Dallas' management contract with John Thorwald. Mr. Thorwald's future plans were not disclosed. No other staff changes were reported.

With Mr. Thorwald's resignation, the operation of the station, a 500-watt outlet on 1280 kc., became a department of the city government under its three-man Radio Commission. The Thorwald contract was to have run until July 1, 1940, but differences arose which led the City Council to pass an emergency resolution invalidating it. After litigation in which the Council's action was upheld, the claims and counter-claims over Mr. Thorwald's management lease arrangement were adjusted.

Kaltenborn Will Start From Fair for Pure Oil

WHEN Pure Oil Co., Chicago, starts H. V. Kaltenborn in a twice-weekly series on 42 CBS stations, the first broadcast will be aired from the New York World's Fair on April 30, the opening day of the Fair. The 52-week series will be broadcast on Sunday and Tuesday evenings, 10:30-10:45, under the widely known title *Kaltenborn Edits the News*.

Prominent among many merchandising schemes used in conjunction with the CBS series will be up-to-the-minute maps of Europe, distributed at Pure Oil filling stations. The maps will be called Kaltenborn's Map of Europe, will feature air distances, armaments, racial groupings, vital statistics. Leo Burnett Co., Chicago, handles the account.

ACTUAL ownership of KYOS, Merced, Cal., remains unchanged under an FCC decision April 3 authorizing its transfer from the Merced Star Publishing Co. Inc. to the Merced Broadcasting Co. Under the new incorporated setup, Hugh, Ray and Peter McClung, also owners of the *Merced Sun-Star*, will hold 8,000 shares each of the 25,000 shares of $1 capital stock, and at their hearing last December they indicated that the remaining 1,000 shares will be given in the future to loyal employes.

SALARIES REVEALED IN TREASURY DATA

HIGHEST salaries paid broadcasting executives for 1937, as reported by the Treasury to Congress April 7, were those to William S. Paley, CBS president, $190,196; David Sarnoff, RCA president and NBC board chairman, $83,333; Alfred J. McCosker, president of WOR and board chairman of MBS, $88,363; Edward Klauber, CBS vice-president, $80,540; Lenox R. Lohr, NBC president, $50,239.

The report covers corporation salaries and bonuses only and does not include stock earnings. On the artist side of radio, the highest salaries listed were those of Maj. Edward Bowes, $427,817; Mary Margaret McBride, WOR, $82,832; Phillips H. Lord, $65,000; Haven McQuarrie, Warner Bros. radio producer, $68,655; Louis K. Sidney, director of WHN, New York, and director for M-G-M of *Good News of 1939* program, $79,000.

Among agency executives identified with radio, salaries above $50,000 were reported as follows: Roy S. Durstine, president, BBDO, $84,116; Chester Bowles, chairman, Benton & Bowles, $52,000; Atherton W. Hobler, president, Benton & Bowles, $54,000; Stanley A. Brown, Brown & Tarcher, $59,841; Jack D. Tarcher, president, Brown & Tarcher, $56,276; J. Stirling Getchell, $60,000; William C. Esty, president, Wm. Esty & Co., $100,000; James S. Yates, vice-president, William Esty & Co., $62,500; Arthur H. Kudner, $102,481; Philip W. Lennen, Lennen & Mitchell, $80,000; F. B. Ryan, president, Ruthrauff & Ryan, $50,000; W. B. Ruthrauff, vice-president, Ruthrauff & Ryan, $50,000; Stanley Resor, vice-president, J. Walter Thompson Co., $80,140; John U. Reber, vice-president, J. Walter Thompson Co., $90,140; Henry T. Stanton, vice-president, J. Walter Thompson Co., $55,045; Chester LaRoche, president, Young & Rubicam, $59,500; Raymond Rubicam, chairman, Young & Rubicam, $67,500; Hill Blackett, president, Blackett-Sample-Hummert, $110,000; E. F. Hummert, vice-president, B-S-H, $131,614; J. G. Sample, treasurer, B-S-H, $110,000; C. C. Block, chairman, B-S-H, $58,250; E. R. Goble, president, Stack-Goble Adv. Agency, $60,000; John A. Butler, copywriter, Stack-Goble, $52,929.

Sponsoring the Derby

TWENTIETH Century-Fox Film Corp., New York, on May 6 will sponsor the broadcast of the Kentucky Derby, top event of the racing season, on 90 CBS stations, from 6:15 to 6:45 p. m., placed through Kayton-Spiero, New York. For the tenth time in 11 years, CBS is presenting the event exclusively. Since 1935, the Derby has been sponsored by Brown & Williamson Tobacco Co., Louisville. The movie company is sponsoring the epic race on behalf of a forthcoming production, "Rose of Washington Square".

Sponsors Preakness

AMERICAN OIL Co., Baltimore, for the fourth consecutive year will sponsor the Preakness race on May 13 on a split NBC network of 22 stations, from 6:15 to 6:45 p. m. with Clem McCarthy describing the event. Joseph Katz Co., Baltimore, placed the account.

ACTION — on stage and street, and in the audience, as the WOW Good Will Follies play Denison, Iowa.

WOW GETS *Action*

WOW played a "doubleheader" in Denison, Iowa, recently. The good citizens of this rich "plus market" of 4,000 packed their local auditorium, not once, but TWICE in one evening, to see the WOW Good Will Follies. Storms of applause and gales of laughter greeted the efforts of WOW's staff of entertainers.

WOW gets action for advertisers seeking to reach this rich farm belt. Capitalize on audience response—put WOW on your schedules.

WOW ★ OMAHA

590 Kilocycles ★ John Gillin, Jr., Mgr. ★ John Blair Co., Representatives ★ On the NBC Red Network ★

Owned and Operated by the Woodmen
of the World Life Insurance Society.

Operations Costs, Hearing Expenses Cut CBS Profits

Gross Also Down, With a Net Of $3,541,740 for Year

INCREASED costs resulting from collective bargaining agreements negotiated during 1937 and early 1938, expenses in connection with FCC hearings in Washington and costs of covering the September European crisis, along with a decrease in gross income, contributed materially to the reduction in the net profit of CBS for its fiscal year ended Dec. 31, 1938, according to the annual report mailed April 1 to stockholders.

Gross income from the sale of facilities, talent and lines for the year amounted to $32,662,992, a decrease of $1,576,903 from the 1937 gross, according to the report of Treasurer Frank K. White, which accompanies President William S. Paley's report. Net profit for 1938 was $3,541,740 as compared with $4,297,566 for 1937. This represents $2.07 per share for 1938 against $2.52 per share for 1937, based on the 1,708,147 shares of $2.50 par value stock outstanding.

Dividend Payments

CBS paid cash dividends of $1.25 per share during 1938, totaling $2,135,006, while $1,406,734 was added to surplus in line with a policy of providing "for an adequate cash position and the ready financing of prospective capital requirements."

Fixed assets, before application of reserve for depreciation and amortization, increased to $7,716,946 as of Dec. 31, 1938, from $6,604,894 the year before. After providing for depreciation accruals of $593,066, net fixed assets increased during the year to $4,991,987 from $4,388,340.

Mr. White's report disclosed also that investments in capital stock of affiliated companies increased during the year to $593,894, of which $560,000 represents the cost of the 80% of the capital stock of American Record Corp. held by CBS at the end of the year. It was divulged that other parties held 10% each in this corporation, one of the 10% groups including certain directors of CBS or their families, but this 20% was purchased early in 1939 when CBS decided to buy World Broadcasting System. Details of the WBS deal were not shown in the 1938 report.

"In order to finance the American Record Corp. acquisition," Mr. White reported, "without impairing the current position of the company, it was deemed advisable to negotiate an agreement with the banks providing for a five-year serial loan, under which the total sum of $1,000,000 was made available. At Dec. 31, 1938, $700,000 had been borrowed under this loan agreement; the $140,000 payment to the banks due during December, 1939, is included in our current liabilities."

Mr. Paley's report reviews CBS activities during the year, laying stress on its European news service which brought people of this country to a greater realization of the value of the American system of free, independent radio and of the uncensored character of radio

(*Continued on page 58*)

Liquor Ban to Be Lightened By Removing Prohibition Issue

Senator Johnson Makes Concession as Hearings On Proposed Advertising Law Are Ended

SENATOR Johnson (D-Col.) revealed he would amend his bill (S-517) banning the airways to liquor, wine and beer advertisements to exempt specifically political discussion of the prohibition question from the measure as the Senate Interstate Commerce subcommittee on April 7 wound up hearings on the legislation.

In the last two days of hearings on the bill, the subcommittee, composed of Senator Andrews (D-Fla.), chairman, and Senators Gurney, (R-S.D.), and Johnson, heard representatives of the liquor industry and labor unions denounce the bill and spokesmen for religious and educational groups support it.

The amendment to be offered by Johnson reads as follows:

> On page 2, line 11, after the word "beverage" insert a colon and the following: "Provided, That nothing in this subsection shall be deemed to prohibit the broadcasting of any information with respect to the provisions and merits of any proposed Federal or State legislation or municipal ordinance with respect to alcoholic beverages."

Invasion of Free Speech

The most frequent criticism leveled against the Johnson Bill in the hearings has been the charge that its definition of advertising was much too broad and constituted an invasion of the right of free speech and a threat to free radio.

While Senator Johnson said he believed the addition of the section would meet "all legitimate objections," Wesley Sturges, chief counsel of the Distilled Spirits Institute, who appeared before the subcommittee, said he still doubted if it would remove the danger. While declining to make any definite statement until he had an opportunity to study the addition, he believed the clause, on first examination, not to be sufficient to meet the industry's objections.

Senator Andrews said at the close of hearings on S-517 that he could not say when a report on the measure would be forthcoming nor when hearings on the Capper Bill, which bans all advertising media to alcoholic beverages, would begin.

Supporters of the Johnson measure at the last hearing were Howard A. Dawson, representative of the National Education Association, and Mrs. Sina H. Stanton of the Council of Women for Home Missions, affiliated with the Federal Council of Churches.

George B. McCabe, counsel for the American Brewers Association, told the subcommittee the brewing industry looked upon its product as a food with the same rights as other food commodities to be advertised on the air. His arguments were echoed by John L. Smith, counsel of the American Brewers Assn.

Mr. Sturges thus attacked the broad terms of the Johnson Bill: "Supposing the radio should be used by prohibition groups to attack the industry, where would we stand under this bill if we used the same means to reply to those attacks?"

Senator Johnson said afterward that he believed his amendment would erase these objections. "Speaking as a lawyer, I have apprehensions about that," Mr. Sturges replied.

AFL Sees Evils

Harry L. Laurie, executive vice-president of the National Assn. of Alcoholic Importers, summed up the liquor industry's objection to the bill as based on the facts that there was no need for the legislation in view of existing State control, that it lacked definite and positive definition of an alcoholic beverage, and that it singled out the liquor industry to be the guinea pig in a drive to clean up advertising on the air.

Organized labor came to the aid of the opponents of the Johnson Bill at the closing hearing. Ira Ornburn, secretary of union label committee of the American Federation of Labor, pointed out that organized labor had been one of the most active forces for improvement of conditions among children and said that any good the Johnson bill might do would be far outweighed by its evil consequences in decreasing the growth of the distilling and brewing industries and their opportunity to increase employment.

"We believe if the industry tells the truth about its product it has just as much right to use the air to advertise as the producers of any other commodity," he declared.

He said the Johnson bill was an attack on the jobs of men working in the brewing and distilling industries "just as much as if those very terms had been written into the bill."

Asked by Mr. Johnson if he thought the action of the United Distillers Foundation in voluntarily withdrawing from the radio field was an admission that liquor advertising is offensive, he replied, "It's my personal opinion that they gave up radio advertising because of pressure from the Federal Alcohol Administration."

Joseph Obergfell, secretary of the AFL soft drink and brewery workers union, said the high working standards built up in the brewing industry were threatened by the bill.

Opening Wedge for Drys

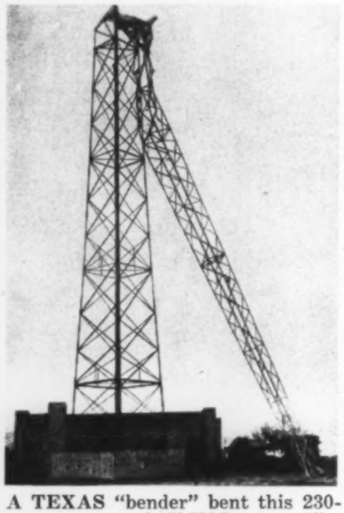
Commenting on Senator Johnson's statement that the bill was designed to "perpetuate the sanctity of the home," Mr. Obergfell pointed out that parents could turn off the radio if they thought the programs objectionable and unfit for children.

"There are other programs which are far from constructive on the air today, gangster programs and so forth," he stated.

He described the Johnson bill as the opening wedge through which drys hoped to effect the return of prohibition.

Senator Johnson said he had not been informed by the Interstate Commerce group when a report on his measure might be expected. He said it would be reported out in its amended form.

Meanwhile Senator Capper (R-Kan.), said he intended to press for action on his own bill which would bar all advertising media to beer and liquor advertising regardless of what action was taken on the Johnson Bill by either the committee or the Senate. The veteran leader of the dry forces in the upper house said he expected hearings to be held on his bill this month, but said no date had yet been set.



A TEXAS "bender" bent this 230-foot tower of KGNC, Amarillo, the night of April 4, leaving only 80 feet of the metal criss-cross standing. The top portion fell well away from the building but narrowly missed the parked automobiles of several engineers. The station was off the air only a short time, resuming from the stub and continuing to show a good signal as far away as Lubbock, a distance of 120 miles.

Westinghouse to Start New York Fair Program

WESTINGHOUSE ELECTRIC Co., New York, on May 7 will start a weekly series on 73 NBC-Blue stations, to originate from the company's exhibit on the grounds of the New York World's Fair for the duration of the Fair, Sundays, 5:45-6 p. m. Visitors to the exhibit will be invited to write friends at home from the special writing room in the building and duplicates of their letters will serve as material for the program, which is appropriately called *Letters Home From the New York Fair.*

The four best letters will be chosen each week and winners will be invited to appear on the program for interviews with Ray Perkins. Details of distribution of the $250 weekly prize money are now being worked out, but half will probably go to the letter writers and half to the persons receiving the letters outside of New York. An audience jury will decide the winners. Fuller & Smith & Ross, New York, handles the account.

Making History
IN OKLAHOMA

OKLAHOMA
1889
1939
OKLAHOMA CITY
THE OKLAHOMA PUBLISHING CO.
DAILY OKLAHOMAN
OKLAHOMA CITY TIMES
FARMER STOCKMAN
MISTLETOE EXPRESS
WKY
1889
1939
WKY
MOBILE

NBC RED
APR. 22
10:30 P.M.
E.S.T.

THE RUN OF '89 will be re-created over the NBC Red Network originating in the studios of WKY in Oklahoma City. April 22 marks the 50th anniversary of "The Run," unique and dramatic event in U. S. history, when a 2 million-acre strip of virgin Oklahoma Territory land was opened for homesteading and thousands of land-seekers rushed in to stake claims, founded Oklahoma City.

Fifty years ago, on April 22, 1889, six thousand hardy pioneers made history as they raced to establish homes in the newly opened Oklahoma country. Their vision, their courage, their character is today reflected in Oklahoma City, which they founded.

That same history-making, pioneering spirit which changed a prairie water-stop into a thriving metropolis in this short span of half a century is exemplified in Radio Station WKY.

Were the famed "Run of 1889" to occur on April 22, 1939, it would be carried into a million and a half homes in this section with all its color through WKY's 200-watt mobile transmitter. Interviews with those who made the run would be aired through WKY's modern pack transmitter by WKY's staff of specially trained special events commentators. The entire event would be preserved for posterity through WKY's recording equipment.

Just as history was being made fifty years ago in the establishment of a new and important factor in the economic life of the Southwest, so today is WKY making history in the manner in which it has equipped itself to serve public interest, convenience and necessity in Oklahoma.

WKY *Oklahoma City*

NBC AFFILIATE • 900 KILOCYCLES

THE OKLAHOMA PUBLISHING COMPANY • THE DAILY OKLAHOMAN • OKLAHOMA CITY TIMES • FARMER-STOCKMAN
KVOR, COLORADO SPRINGS • KLZ, DENVER (Affiliated Management) • REPRESENTED BY THE KATZ AGENCY, INC.

Radio's Service to the Farmer

Radio has put an end to the isolation that was once the lot of the farmer. The entertainment, the news, the whole range of human activities so familiar to city dwellers, were once a closed book to rural families.

Now, through NBC, the broadcasting member of the family of RCA, millions of farm homes are familiar with the incomparable artistry of Toscanini as he conducts the NBC Symphony Orchestra. They enjoy the Metropolitan Opera. They know the comedians and actors of the air, and hear the news of the day on the day it is news. Their children dance to the music of the leading bands.

Radio serves the farmer in more serious ways. It brings him religious services, regardless of weather or distance. Farmers have always been politically minded. Formerly they often found it difficult to keep well informed. Now radio brings discussions of the political questions of the day right to the home.

Unchallenged leader in programs specifically for the farmer and his family is the NBC National Farm and Home Hour. This famous program, on the air six days a week, is in its eleventh year.

RCA helps the farmer in other ways, too. Research in RCA Laboratories has produced fine radios and instruments for playing Victor* and Bluebird Records for use both with and without electric current. The price of such RCA Victor* radios and RCA Victrolas* and Record Players and the cost of operating them has been brought steadily down.

Thus farmers throughout the nation, like all other Americans, find RCA ready to serve in every field of radio.

Trademarks "RCA Victor," "Victor," "Victrola," Reg. U. S. Pat. Off., by RCA Mfg. Co., Inc.

Here are but three of ways Radio serves the Farmer

"BANG BOARD" champ crowned as NBC reports story—Thousands attend, millions listen as NBC each year gives eye-witness account of National Corn Husking Championship, the farmers' favorite contest. (At left) Irvin Bauman, Illinois Champion and runner-up for 1938 National honors photographed by "Prairie Farmer" as he strips an ear.

"SHALL I PLOW THE SOUTH 40 TOMORROW?"—Farmers have respect for Uncle Sam's weather men, know that over extended periods they are 85% right. Old-time photo shows flags used as weather signals in pre-radio days. Now NBC broadcasts regular weather forecasts several times daily, and in addition bulletins of interest to producers of specialty crops.

er

MOR-
Sam's
eriods
shows
days.
ecasts
letins
crops.

365 days a year

"RADIO BEGOTTEN KNOWLEDGE"

Breeding of fine livestock is aided through information reaching farmers by radio. (At your left) Young California farmer tells NBC listeners how he raised his prize-winning champion Hereford steer. Youngsters on farms listen eagerly to various radioed suggestions, and as a result they raise many blue ribbon winners.

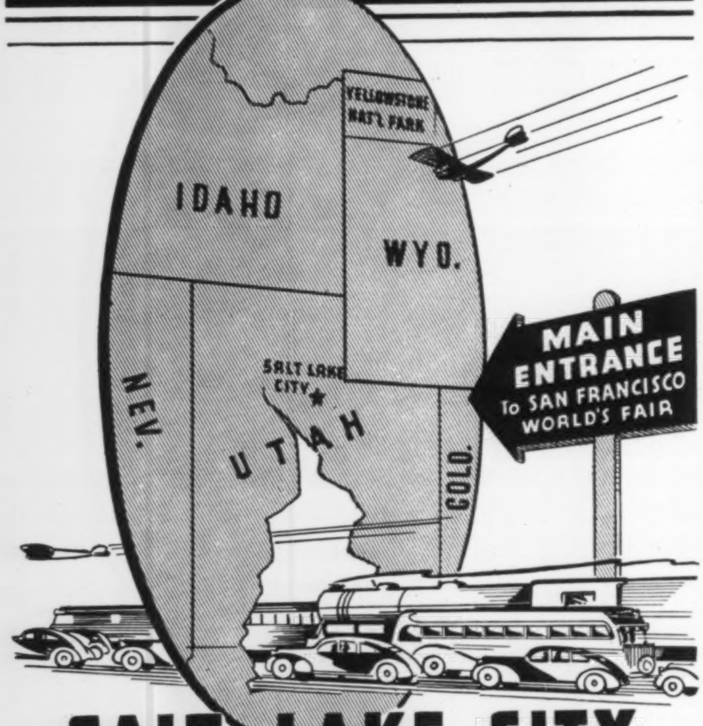
Listen to the "Magic Key of RCA" every Sunday, 2 to 3 P. M., E. S. T., on the NBC Blue Network

RCA

Radio Corporation of America

RADIO CITY, NEW YORK

RCA Manufacturing Company, Inc. Radiomarine Corporation of America
R.C.A. Communications, Inc. National Broadcasting Company RCA Institutes, Inc.



SALT LAKE CITY

Collects $36,000,000 in Admissions . . . . .

We're being conservative with our figures. $36,000,000 was the amount spent in the Salt Lake area by tourists *last year*. This year, drawn to the great Golden Gate International Exposition, more people will spend more money as they pass through this territory.

It means increased income for people who live here. It means that service station men, restaurant, hotel, resort, department store employees—*everybody*—will have more money to spend for things you sell.

5000 WATTS DAYTIME
1000 WATTS NIGHTS

Tell them your story over the station they're in the habit of tuning in—the station they prefer for its interesting, entertaining, unsurpassed *showmanship.*

KDYL

THE *POPULAR* STATION
Salt Lake City, Utah
Representatives:
JOHN BLAIR & COMPANY
Chicago - New York - Detroit
San Francisco - Los Angeles

NBC RED NETWORK

FCC Is Rebuked by Appellate Tribunal For Failing to Carry Out Court Orders

ANOTHER legal solar plexus blow at the FCC, calling it to task for inconsistent actions on broadcast applications, was delivered April 3 by the U. S. Court of Appeals for the District of Columbia in two cases which raised practically identical questions.

Both opinions, written by Chief Justice Groner and concurred in by Associate Justices Stephens and Edgerton, took the FCC to task for its failure to carry out previous mandates of the court, reversing FCC denials. The court sharply criticized the Commission for its view that it has "uncontrolled discretion" either to grant or deny applications.

The principal decision came in the case involving the application of Pottsville Broadcasting Co. for a new station in Pottsville, Pa., which had been denied by the Commission in 1937. The second came in the Heitmeyer case, which was before the court on special appeal from the U. S. District Court in Washington which had refused to grant an FCC motion to dismiss an injunction restraining the Commission from considering other applications for a station in Cheyenne, Wyo., until the Heitmeyer application had been granted.

The decisions supplement a long line of rulings by the appellate tribunal in which the Commission has been all but rebuked for its actions and repeatedly reversed. There are still pending before the court a number of cases involving fundamental issues which challenged that tribunal's right to review cases in which economics constitute the primary reasons for appeal [BROADCASTING, March 15].

Priority of Filing

In the Pottsville and Heitmeyer cases, the court made it clear that the Commission cannot add new parties to hearings after the aggrieved applicant has taken his statutory appeal. The Commission's own rulings, it stated, recognize priority of filing when subsequent applications are made after the prior one has been set for hearing.

Equally significant was the court's statement in the Pottsville case that it was obvious the objections of the Commission to a reconsideration on the original record "are mere makeweights and that the real bone of contention is the insistence by the Commission upon absolute authority to decide the rights of applicants for permits without regard to previous findings or decisions made by it or by this court." It added that the position of the Commission is no different from that of a lower court and that it is required to follow the mandate of the appellate court.

In reviewing the Pottsville case, appealed by Attorneys Eliot C. Lovett and Charles D. Drayton, the court brought out that the Pottsville company had received a favorable examiner's report but that the Commission denied its application, holding that the showing on financial ability was not satisfactory and that the principal stockholder did not reside in Pottsville. In all other respects, it found the applicant qualified and that need existed for the service. Pottsville appealed to the court, which in May, 1938, held the Commission was in error on the question of financial responsibility. As to the Commission's inference regarding absentee ownership, the court said it knew from published reports of the Commission that it had not adopted a fixed and definite policy in that respect nor sought to lay down a hard and fast rule.

The Commission, however, ordered a new hearing and set down Pottsville News & Radio Corp., whose application had been filed seven months after Pottsville Broadcasting Co. and Schuylkill Broadcasting Co., also a new applicant, for the hearing. After relating other steps which were taken by Pottsville Broadcasting Co. to block the hearing, the court said the question before it was: When it reverses a decision of the Commission and remands the case for further proceedings, "is the Commission required to reconsider the same record in the light of our opinion, or may it reopen the cause and hear it on an entirely new and different record?"

The Commission, the court said, takes the latter view and insists that the statute imposes upon it the power and duty to reconsider the application in the light of events subsequent to the making of the original record. In other words, the court said, the question is whether the Commission, having decided that Pottsville was qualified in particular respects, may disregard its priority and consider its application on a comparative basis with subsequent applications on records made after the Commission's original decision.

The court said it had no doubt that the order of the court entered on an appeal from the Commission ought to have the same effect and be governed by the same rules as apply in appeals from a lower Federal court to an appellate Federal court in an equity proceeding. This rule is that when a case has been decided on appeal and remanded to the trial court, the latter has no authority, without leave of the appellate court "to grant a new trial, a rehearing or a review or to permit new defenses on the merits to be introduced by amendment of the answer."

No Absentee Policy

Discussing the Pottsville case, the court said that when it first remanded the case it did so on the sole question of whether the application should be granted in view of the absentee ownership issue. If the Commission should adopt a rule with relation to that subject, "we should feel impelled to accept the Commission's view," the court added in reiterating that no such policy had been established.

"When an applicant for a station who is qualified as to citizenship and otherwise has submitted his cause to the Commission and the Commission in denying the application has filed, as the Act requires and as we have time and again insisted should be done, 'a full statement of the facts and grounds for its decision' and an appeal as authorized by law is taken to this court, and the decision of the Commission reversed and the cause remanded for proceedings in accordance with our opinion and

(*Continued on page 50*)

XUM

A GUINEA PIG GOES TO TOWN

For several weeks, now, the Mutual Guinea Pig has been parading through the American market place shouting at the top of his little lungs, "This way, Gentlemen! This way TO TOWN!" By this, he meant (in case you haven't kept up on your radio reading*) that we've been proving, *and improving*, ourselves at a merry rate.

VOTES FROM THE VICTORIOUS

March was the eleventh consecutive month that Mutual billings, month for month, hit an all-time high! Most of the gain came, gratifyingly enough, from enlarged hook-ups by satisfied clients like Bayuk, Ironized Yeast, Wheeling.

FIRST IN FACSIMILE

There's only one Facsimile Network, and that's the Mutual Facsimile Network, begun March 10, 1939. WOR, WGN, WLW, WHK exchange regular service daily. Like Don Lee's Television strides—it's just non-commercial pioneering.

BOUQUET FROM BILLBOARD

We're the best network for publicity exploitation according to the annual Billboard Magazine Survey. It's an important point for advertisers to remember because exploitation is one sure way of increasing audience.

STRIDES IN STATIONS

The addition of thirty-five more stations—to intensify coverage in Texas, California, the northwest and the northeast—climaxed a year of expansion along many lines. Half a dozen Mutual Stations upped their power.

Well, to get back to our Guinea Pig, confronted with these new facts, he put up his paws, flexed his biceps, turned to his audience, and said "Here goes a good little Guinea Pig to market, want to come along?" **In case you didn't receive our newest booklet, "A Guinea Pig Goes To Town," and would like to see some radio ideas thoroughly guinea-pigged, write for a copy.*

MUTUAL BROADCASTING SYSTEM

KSFOCUS

NOBODY HAS OFFERED A FEGARICKLE! Maybe because nobody, including ourselves, knows what a fegarickle is. But just about everything else from pink tights to white elephants has been put up for sale... and sold... on "Tonight's Best Buys," which makes want ads exciting on KSFO for Folger's Coffee. And even six phones right in the studio can't keep up with calls. The Raymond R. Morgan Agency is in charge.

TREASURE ISLAND QUIZ. Why is Northern California a white spot on the business map? Maybe Professor Quiz found out when he and Bob Trout were among those present at San Francisco's World's Fair and broadcast nationwide through KSFO from Treasure Island studios.

GallenKamp's
Roving Reporter

LIKE FLIES TO MOLASSES, folks come around whenever the GallenKamp Treasure Island Reporter shows up. But the most important thing, GallenKamp Shoes learned, is that, like flies to molasses, listeners come to KSFO. The show, placed through Long Advertising Service, is one of many top-flight local features that hold Columbia audiences.

KSFO

"THE AUDIENCE STATION" ● SAN FRANCISCO
KSFO, Palace Hotel, San Francisco - 560 KC, 5000W day, 1000W night
PHILIP G. LASKY, General Manager
National Representative: FREE & PETERS, Incorporated
COLUMBIA BROADCASTING SYSTEM

Radio AND Education

RECORDINGS of educational programs now available are described in a leaflet just issued by the Educational Radio Script Exchange of the U. S. Office of Education, Washington. First offering is a series of 24 transcriptions of the *Americans All-Immigrants All* series now on CBS, made available through arrangement with CBS, the Committee on Scientific Aids to Learning, American Federation of Musicians and the Music Publishers Protective Assn.

NEW program on WORC, Worcester, Mass., is the *Holy Cross College Forum*, with the debating society of the college carrying on a series of lecture debates and panel discussions on Saturdays, 8-8:45 p. m. The Oxford system of debate is followed and the last 15 minutes of the period is devoted to open forum discussions with the studio audience. Judging is done by mail by the audience.

UNIVERSITY of Chicago *Round Table* booklets containing transcripts of the Sunday morning series on 57 NBC-Red stations were subscribed for by 120,000 listeners during 1938. Selling for a dime a copy, the transcripts have been published for one year. Recent anniversary issue carried testimonials of Niles Trammell, NBC executive vice-president; James R. Angell, NBC educational counselor; Harold L. Ickes, Secretary of the Interior, and prominent national educators.

SATURDAY afternoon broadcasts by 16 Indiana colleges have been started by WIRE, Indianapolis, prior to the summer vacation. Part of each program is devoted to data about the college. Another series is based on high school musical talent in various counties, with a local beauty college as sponsor.

NEW educational series, *The Municipal Court at Work*, on WPEN, Philadelphia, is designed to acquaint listeners with the work of the court. Spotted on Sunday mornings, the feature presents the 11 judges of the court and various court officials who discuss its functions and problems.

NEW YORK University has issued a bulletin outlining the courses to be offered at its Summer Radio Workshop, July 5-Aug. 12.

HAROLD SAFFORD, program director of WLS, Chicago, conducted the radio section of a high-school vocational guidance conference at Casey, Ill., on April 3. More than 2,000 seniors from 19 Illinois counties attended.

UNDER auspices of the Los Angeles public schools, KEHE each Monday night presents a quarter-hour program, *Pioneers of Progress*, enacted by students from the adult education division of the Inglewood Evening High School.

WILIAMSBURG Division of the College of William & Mary is competing with various other educational institutions in a series of debates broadcast weekly on WTAR, Norfolk.

JOHN R. STEPHENS, professor of law at American University, Los Angeles, is inaugurating a special course in the law of radio broadcasting.

KMOX, St. Louis, will originate the CBS *American School of the Air* April 24 under direction of Harriet V. Edwards, KMOX education director.

Music Course on 25

CHARLIE COOK Corp., New York (music-by-ear), is currently sponsoring a series of five quarter-hour transcriptions weekly consisting of lessons in music for listeners on a list of 25 stations. H. C. Morris & Co., New York, handles the account.

N.Y.U. Will Offer Full Radio Course

Four-Year Training Leading To a Degree Is Announced

WHAT New York University reports it believes to be the first liberal arts institution in the country to offer a four-year radio major leading to an A.B. degree, was announced April 6 by Chancellor Harry Woodburn Chase, who stated that the new department of radio will be established in Washington Square College next September under the direction of Robert S. Emerson. Mr. Emerson will resign from CBS, where he is an assistant in production, to head the department.

Mr. Emerson

Dr. Chase declared that all university radio activities have been coordinated into the University Radio Workshop, which will include the new curriculum along with courses for adults offered by the Division of General Education and broadcasts by students and faculty. Dean Charles Maxwell McConn said the new program will be designed "to give young men and women the combination of a broad liberal education with an introduction to radio techniques which, according to leaders of the radio industry, constitutes the best preparation for employment in this field."

All Phases Covered

"Approximately three-fourths of the curriculum will be composed of courses in the liberal arts and sciences, with emphasis in the fields of English composition and literature, history, economics, government, psychology, public speaking, and music," Dean McConn said.

"The courses in radio, which will start in the students' first year and expand throughout the four years, will embody an introduction to and orientation in the technical problems of radio, including writing for radio, speaking on the radio, the use of music on the radio, announcing, the planning of radio programs, production, news broadcasting and the broadcasting of special events, the elements of radio engineering, television and facsimile, station operation, audience psychology, radio advertising, the educational uses of radio, and the legal relations of radio.

"The curriculum is designed to prepare students primarily for the field of radio production and program planning. It is not intended to train for radio engineering nor is it designed for the development of 'artists' or performers. These factors will be carefully considered in the selection of entering students as enrollment in the new department will be limited."

CANADIAN listeners will continue to pay $2.50 a year for the privilege of listening on their radio receivers, the motions to eliminate or reduce the tax having been defeated in the Parliamentary Radio Committee at Ottawa. The system of collection is being changed this year, war veterans being picked for the door-to-door canvass made each year from April 1 to about May 31.

SAMUEL M. EMISON, publisher of the *Vincennes* (Ind.) *Post* has applied to the FCC for a new 100-watt station on 1420 kc. in that community.

If your business needs "CHECKS APPEAL" ✓✓✓

CHECK THESE 7 POINTS

Before Selecting Your Station in the Nation's Third Major Market.

1 **Which Southern California Radio Station has more sponsored hour, half-hour and quarter-hour programs than any other Network Station in this area?**

2 **Which Southern California Radio Station carries 8 of the 10 most popular programs selected in the Annual Radio Editors Poll?**

3 **Which Southern California Radio Station is first in advertising volume?**

4 **Which Southern California Radio Station offers four *proven* participating programs to advertisers?**

5 **Which Southern California Radio Station carries more national advertising than any other in this area?**

6 **Which Southern California Radio Station has 8 out of 10 repeat advertisers?**

7 **Which Southern California Radio Station is powered in every way to cover the third major market to the advertiser's satisfaction?**

Getting more business for advertisers is the business of KFI. We're sure we're doing a swell job of it (we report modestly), as indicated by the increasing number of accounts now using the Southland's favorite station—some 150 in all.

Another reason that leads us to believe that advertisers are pretty well sold on KFI is the fact that we're going merrily along in 1939 with the greatest number of repeat advertisers in our history.

Place your sales message on the station with power and popularity to parallel the vast purchasing power of this billion dollar market . . . the 50,000 watt voice of KFI in Southern California.

Earle C. Anthony, Inc.

KFI • LOS ANGELES • KECA

EDWARD PETRY & CO. • *National Sales Representative*

The Best Buy is

KERN
SAN BERNARDINO
THE STATE* OF KFI
STA BARBARA
VENTURA
LOS ANGELES
ORANGE
RIVERSIDE
SAN DIEGO

* The State of KFI is Composed of The Nine Southern California Counties

NBC RED NETWORK
50,000 WATTS 640 KC

WORLD F

★ **EVERY IMPORTANT IMPROVEMENT IN THE FIELD OF RADIO RECORDING HAS BEEN PIONEERED BY WORLD**

FIRSTS

Transcription Headquarters

Here's what World's Western Electric vertical-cut Wide Range recording means to the advertiser. What you put into your program, the listener hears—in all its original beauty and reality. The result—increased effectiveness for your advertising. World transcriptions—the ultimate in high fidelity—are the accepted standard of quality.

1ST—to produce a disc playing 15 minutes at 33⅓ R.P.M.

★

1ST—to produce 33⅓ R.P.M. vertical cut recordings.

★

1ST—to produce 33⅓ R.P.M. vertical cut Wide Range recordings.

★

1ST—to inaugurate a transcription library —The World Program Service.

★

1ST—and only organization to offer an exclusive and complete radio transcription service. World operates studios and recording facilities in New York, Chicago, and Hollywood, and its own fully-equipped processing, pressing and shipping facilities in New York.

★

1ST—and only transcription company to give true Wide Range quality because only World records on Western Electric equipment, by the Western Electric Wide Range method.

★

1ST—to offer advertisers a completely flexible group of tested stations—the Gold Group—with one headquarters for production, responsibility and control, just like network operation.

WORLD BROADCASTING SYSTEM

BROADCASTING
and
Broadcast Advertising

Published by
BROADCASTING
PUBLICATIONS, Inc.

Executive and Editorial Offices:
National Press Bldg. ● Washington, D. C.
Telephone—MEtropolitan 1022

MARTIN CODEL, Publisher
SOL TAISHOFF, Editor
GATE TAYLOR, Advertising Manager
Subscription Price: $3.00 per year–15c a copy–Copyright, 1939, by Broadcasting Publications, Inc.
J. FRANK BEATTY, Managing Editor ● BERNARD PLATT, Circulation Manager
NORMAN R. GOLDMAN, Advertising Representative
NEW YORK OFFICE: 250 Park Ave., Telephone - PLaza 5-8355
BRUCE ROBERTSON, Editorial ● MAURY LONG, Advertising
CHICAGO OFFICE: 360 N. Michigan Ave., Telephone - CENtral 4115 ● PAUL BRINES
HOLLYWOOD OFFICE: 1509 N. Vine Street, Telephone GLadstone 7353 ● DAVID H. GLICKMAN

Television Ahead

AFTER more than a decade of guarded laboratory incubation, spoon-fed to the tune of some $13,000,000, television faces its sternest critics—Mr. and Mrs. John Q. Public on their way to the Fair.

Since January, laboratory television (via wire) has performed before thousands at the San Francisco Exposition. On April 30 it makes its public debut with the opening of the New York World's Fair. Previous demonstrations, both laboratory and field, have evoked great enthusiasm. But they hardly furnish the acid test—whether the public will be willing to accept present-day television in the comfort of their living rooms.

Certainly television will receive great impetus as a result of the fairs. In New York at first, and then in other cities as visual services begin and sets are marketed, many people may be expected to purchase receiving apparatus for sight along with sound.

A new industry is being born—a blood-relation of broadcasting, reared and nurtured in the same laboratories that produced sound broadcasting. Realizing that television is their natural heritage, a number of far-sighted broadcasters have pitched into the new art while practically all others are watching every development. The broadcasting industry must realize that it cannot afford to sit back supinely as did many newspaper publishers who now remorsefully rue their lack of foresight in radio's earlier years.

The broadcasters, who can now buy television equipment if they can get transmission licenses, are in a strategic position to benefit from the errors of sound radio as they adopt the techniques of video. They know audience likes and dislikes. They know their local needs and desires. They are regulated by the same agency—the FCC. That board, incidentally, has named a special committee to appraise television and chart its regulatory course. In its hands lies the responsibility of starting the new medium on the right track by establishing standards covering a specified time span and insuring both the visual broadcasters and the owners of televisors against overnight obsolescence.

Upon the FCC committee and upon the broadcasters rests the obligation to insure that visual radio becomes "Television by the American Plan"—free and competitive and impelled to progress by the stimulation of the profit motive.

The Press Issue

RANCOR over newspaper ownership of broadcast stations still exists in the Administration. Though suppressed publicly, it nevertheless erupts now and again. The reason for much of the New Deal antipathy reposes in the admitted fact that the bulk of newspaper circulation is anti-Administration.

Outside the Administration there is an even more insidious subsurface opposition—among some newspaper publishers themselves. Many non-station owning publishers are jealous of their more far-sighted station-owning competitors, and while they cannot openly espouse it, they nevertheless would revel in any movement toward Government ownership of broadcasting. In devious ways it appears they are doing everything possible to undermine commercial broadcasting.

Both the Administration and the anti-press attitudes are recognized in informed quarters as something more than fancy. For example, legislation of a feeler nature has been introduced to prevent press ownership of radio stations, but it hasn't gotten anywhere so far. Some elements on the FCC have sought to block further inroads of newspapers, but that body has not met the issue squarely, and what few denials there have been were predicated on grounds other than the "local monopoly in public opinion" issue. By indirection, however, it is quite apparent that the anti-newspaper trend will continue, though in recent months a half-dozen stations have been transferred to new press ownership and today about 245 stations are identified with publisher ownership.

We have always maintained it would be a sad day if radio became wholly subservient to publishing as a sort of "second fiddle" operation, to be suppressed rather than permitted to enjoy a normal, competitive growth. In such an event, publishers, by reason of greater investment in newspaper plant, stubborn or foolish "first love" sentiment, or just plain resentment over the intrusion of radio, might be inclined to submerge it by stripping it of worthwhile programs and news and otherwise sabotaging the medium.

Fortunately, however, that has not happened. Nor is it likely to happen now, for radio has attained such imposing stature as a public service and as a news disseminating medium that any such effort would promptly be repulsed by public reaction.

The most recent example of press exploitation of anti-radio sentiment occurred April 7 with the publication of stories on the report of the three-man committee of the FCC relating to proposed new rules and regulations. Tucked away in the "superpower" section of the ponderous report was one sentence which, in dealing with superpower alone, said that in the committee's judgment it cannot safely be argued that Congress will always permit unlimited opportunity to radio licensees to secure advertising "to the serious detriment of the economic structure of important and necessary services rendered to the public by unlicensed media".

This was interpreted as an "indication" that the Government may eventually take steps to protect newspapers from "unlimited competition of radio stations". FCC officials expressed amazement over the interpretation, first because they said it was not intended as a recommendation, and secondly because they felt the newspapers took unwarranted liberties.

But even admitting the press interpretation, it seems to us it is just about as great a tribute to radio's merchandising prowess as could occur—that newspaper advertising is so badly scared it may actually look to Government for protection against radio.

FCC Payoff

WHAT'S happened to the FCC reorganization? is a question frequently asked. Wide-eyed broadcasters want to know why the sudden cessation in the drive for the three-man FCC proposed by Chairman McNinch and introduced as a bill in the Senate by Senator Wheeler with the blessing of the Administration.

While the legislative situation appears becalmed at the moment, we suspect it may erupt any time, though perhaps in an unorthodox way. From where we sit it appears that Chairman Wheeler has lost much of his ardor for the three-man Commission idea.

Generally, Congressional reaction appears to be strongly opposed to the McNinch-Wheeler "ripper-bill." Sentiment preponderantly is for full hearings before the writing of new law.

Yet a revival of fireworks over the FCC appears inevitable on Capitol Hill. The Commission has no funds to carry it beyond June 30. Its current appropriation is said to be running low, and belt-tightening is already the order of the day. Before June 30 Congress must appropriate some or all of its $2,000,000 budget estimate. Should it fail to appropriate—which admittedly is unlikely—the regulatory picture might well become chaotic. It is when the pressure is applied for the needed funds that the clamor for legislation will be renewed.

Possibly there will be a compromise then in the form of a resolution authorizing the long-threatened investigation of the FCC and the radio industry that has been insistently demanded by severe critics in both houses.

Incidentally, when the question of funds comes up, Congress may see fit to inquire into the FCC's current plethora of questionnaires, tabulations and curious calculations (sometimes inaccurate, as in the case of its "multiple ownership survey") that have all but engulfed its staff as well as the industry. What with a battalion of some 100 accountants and clerks turned loose on broadcasting "surveys" to the exclusion of the FCC's moribund public utility functioning, the broadcasters as taxpayers have every right to question the usefulness of this work.

We Pay Our Respects To —

HORACE ALLEN CAMPBELL

THIS IS a tale of the man who transformed "Hi Yo Silver!" into a national catch-phrase, and concomitantly made it one of the best gold-producing programs in radio lore. At the same time he has also pursued his none-too-prosaic task of general manager of the Michigan Radio Network and WXYZ, while exploiting other novel ventures which have made his broadcasting organization a prolific and effective program producing operation.

Horace Allen Campbell didn't invent, conceive or discover *The Lone Ranger*. His progenitor was the ubiquitous George W. Trendle (Mr. Campbell's boss), who is president of the King-Trendle Broadcasting Corp., and of the Michigan Radio Network. But it was H. Allen who handled the exploitation, sold the program initially to the Gordon Baking Co., put it on Mutual, on transcriptions, on foreign stations, and in newspaper syndicate strips. Today *The Lone Ranger* gallops over the invisible ether via 127 stations in the United States, Canada and Australia. Of these 65 get it direct on network lines and 62 by transcription four weeks later. The "live" broadcasts occur at least two and during certain seasons, three times daily.

The story of Allen Campbell does not begin with this epochal program, which is only one of a number he has developed. But it is symbolic of the merchandising and sales ability of the man. Far from high pressure, he is in fact the antithesis of the glib, garrulous promoter type. A likeable fellow, he retains the charm and simplicity of his native South, but has acquired and knows how to use that keen business sense of the Yankee.

But before we permit *The Lone Ranger* and Silver to canter out of the scene, we should observe that he first came to life in 1933 on WXYZ and shortly thereafter was also heard in Chicago and New York in the interest of *Silvercup Bread*, product of Gordon Baking Co. Allen Campbell sold the account. That really was the commercial beginning of Mutual Broadcasting System, for it was the success of this venture that led to the eventual founding of the network. And Gordon Baking Co. found the program such a success that it had to build more bakeries and add more routes to take care of the demand.

The fame of *Lone Ranger* was never more significantly demonstrated than during the FCC's so-called network-monopoly inquiry. Messrs. Trendle and Campbell interrupted a vacation in Florida to appear before the Committee several weeks ago in connection with Michigan Radio Network affairs. But the questioning soon turned to the program, with Commissioners Sykes and Walker seeking to tap the innermost phases of the production. Judge Sykes admitted that his two grandsons were strong boosters for the programs, and that he occasionally cocked an attentive ear.

It was in 1930 that Horace Allen Campbell, a lad of 30, joined the sales staff of King-Trendle, which then operated only WXYZ, fresh from management of the real estate department of the *Detroit Times*. Within six months he found himself ensconced as general sales manager. About that time WXYZ dissolved its affiliate association with CBS and went independent. There followed the formation of the Michigan Network of eight stations, designed to afford full Michigan coverage. Emphasis was placed on programs. The *Green Hornet*, launched after the *Lone Ranger*, is also carving for itself national recognition. WXYZ maintains a program staff of 40 to 50 people, stemming largely from the King-Trendle theatrical operations prior to its entry into radio.

After WXYZ left CBS, some $300,000 was spent under Mr. Campbell's supervision for programs and talent that would place the station and network on its own feet. In 1935, WXYZ joined NBC-Blue. Thus it now is affiliated with NBC, feeds programs to MBS, Canadian Broadcasting Co. stations, and Michigan Network, giving it a four-way network affiliation.

Horace Allen Campbell was born in Nashville, Tenn., on Jan. 20, 1900. After attending local schools and the business school of Vanderbilt University, he joined the clerical department of the Michigan Central Railroad in Detroit. Progress was rapid and he soon became traffic manager of the General Aluminum & Brass Mfg. Co. A yen for advertising and journalism in 1920 found him in Canada selling books that yielded a handsome return for a stripling of 20. Back to the states in 1922, he joined the advertising staff of *Collins Weekly* where he learned white space and rates. He afterward became advertising manager of the Canadian Retail Merchants Association Magazine, enjoying phenomenal success. Still in his early 20's when he joined Hearst's *Detroit Times* as manager of its real estate department, he soon established a reputation as something of a "whiz" in salesmanship.

When MRN was formed in 1933, Mr. Campbell became its first general manager as well as the directing head of WXYZ. About a year ago he was elected treasurer of both King-Trendle and MRN, and holds a 10% interest in the operations. WOOD-WASH, Grand Rapids, also is owned by King-Trendle and comes under Mr. Campbell's immediate supervision.

The Campbells reside in Grosse Point. There are no children. Allen Campbell is a golfer of no mean attainments and is particularly enthusiastic about horse breeding and racing. He belongs to the Grosse Point Yacht Club, several golf clubs and Detroit's famed Adcraft Club.

Personal NOTES

JACK HOWELL, formerly of Texas State Network, Fort Worth, on April 1 was appointed commercial manager of KOMA, Oklahoma City, by Neal Barrett, general manager. Mr. Howell started in radio in 1928 and entered the commercial side in 1931 with KNOW, Austin, and KRLD, Dallas.

MARK FINLEY, formerly of the *Los Angeles Times*, has been appointed public relations director of Don Lee Broadcasting System, that city. His duties do not conflict with those of Frances Zoloth, who continues as publicity director.

W. B. LEWIS, CBS New York vice-president in charge of programs, is scheduled to arrive in Hollywood April 17.

LINCOLN P. SIMONDS, formerly of John Blair & Co. and more recently of Hearst Radio Inc., has joined Texas State Network as traveling representative, with headquarters in New York.

JOHN M. DOLPH, assistant to Donald W. Thornburgh, CBS Pacific Coast vice-president, Hollywood, has recovered from injuries received in a recent auto accident.

THOMAS R. PUTNAM, manager of KHBG, Okmulgee, Okla., for the last two years, has been named commercial manager of KFRO, Longview, Texas, as of April 15.

THAYER RIDGWAY, sales manager of Don Lee Broadcasting System, Los Angeles, left the West Coast March 31 for a three-week business trip to New York and Chicago.

RAY HILL, formerly account executive of General Adv. Agency, Los Angeles, has been appointed sales manager of KEHE, that city. Prior to going to the West Coast he was sales manager of WTMJ, Milwaukee. Tex Rickard has joined KEHE as account executive. At one time he was general manager of KMTR, Hollywood.

HAROLD A. STRETCH Jr., formerly with WNEW and WHN, New York, has been appointed special sales representative to handle national accounts and agencies for Muzak Corp., wired service organization.

R. H. FOLEY has joined the sales department of WHLS, Port Huron, Mich.

FRANK J. KEEGAN, announcer and sales representative of KLRA, Little Rock, Ark., for the last year and a half, has resigned to open his own recording company in Little Rock.

GEORGE DIETRICH, of The Katz Agency Inc., national radio representatives, has joined the sales staff of WGN, Chicago. A 1926 graduate of Wisconsin U, Mr. Dietrich has been with Katz for the last 10 years and prior to that time spent two years with *Farmers Wife* magazine.

CLAIR HEYER, formerly commercial manager of WHBF, Rock Island, Ill., and more recently of the sales staff of KGIR, Butte, Mont.; has been named national sales manager of WOC, Davenport, Ia. Mr. Heyer started in radio with WMT, Cedar Rapids, Ia., in 1934.

DENMAN ARNOLD, formerly of WSAU, Wausau, Wis., has joined the sales staff of WBRK, Pittsfield, Mass. He was presented with a gold wrist watch by WSAU employes at a farewell party.

MRS. EARL T. IRWIN, president of KVI, Tacoma, left April 5 for San Francisco, en route to Honolulu on a two-week cruise. Mrs. Irwin, who is recovering from a severe attack of flu, is accompanied by her mother, Mrs. Laura Doernbecher.

VOLNEY F. RIGHTER, salesman of WOR, Newark, is the father of a seven-pound son, born March 31 at Mt. Kisco Hospital, New York.

EUGENE NEWMAN, formerly of the research department of J. Stirling Getchell, Crosley Inc., Advertisers Research Corp., and H. W. Fairfax, has joined James P. Selvage and Fred Smith, New York public relations firm.

CLYDE E. HANNIE, former space salesman on the *Bloomington* (Ill.) *Pantagraph*, has joined the sales staff of WHBF, Rock Island, Ill.

Kylers Go to WCLO

JAMES L. KYLER, former manager and part owner of WCMI, Ashland, Ky., has been appointed general manager of WCLO, Janesville, Wis., in a reorganization of the station staff just ordered by the *Janesville Gazette*, owners of the stations. Mrs. Kyler, former program director of WCMI, takes the same post at WCLO, and Paul Ruhle, also formerly with WCMI, becomes chief announcer and news editor. Lyell Ludwig, from WOMI, Owensboro, Ky., and Pat Alan have been added to the announcing staff, and Earl Sheridan, of Buffalo, becomes commercial director. R. L. Ferguson until recently was manager of WCLO. WCMI was recently sold to Lindsay and Gilmore Nunn, owners of WLAP, Lexington, Ky.

BEHIND the MIKE

W. ARTHUR RUSH, managing director of Columbia Management of California, Hollywood, has resigned. Murry Brophy, with the artists service for the past year, succeeded Mr. Rush, whose new affiliation has not been announced. Leo Turtledove has also resigned to enter business for himself.

ROBERT SWAN, formerly program director of KFAC, Los Angeles, has been made director of the radio drama department of Jack Stern Studios, Hollywood theatrical school.

BILL GOODWIN, Hollywood announcer, has been assigned to the NBC *Al Pearce & His Gang* program, sponsored by General Food Corp. He also announces the NBC *Bob Hope Show*, sponsored by Pepsodent Co.

GEORGE PENN FOSTER, Calvert Charles Applegate and Maxwell Kelch have applied to the FCC for a new local outlet on 1370 kc. in Las Vegas, N. M. Foster and Applegate formerly were with KFWB, Hollywood, and Kelch is an engineer and announcer.

FRANK BURKE, CKLW, Windsor, Ont., and Anne Campbell of Hamilton, Ont., were to be married April 15 at Hamilton.

JAMES GIBSON, formerly announcer of WLW, Cincinnati, has joined KFI-KECA, Los Angeles, in a similar capacity. He succeeds Chet Huntley who resigned to join the CBS Hollywood announcing staff.

EWING CANADAY, recently of KWKH-KTBS, Shreveport, has joined the announcing staff of KARK, Little Rock, Ark., replacing Doug Romine, who has joined KTSA, San Antonio.

JOE WATSON and Joe Lowry, Hollywood writers on the CBS *Tuesday Night Party* sponsored by Lever Bros., have left the program. Bob Marko, Ray Buffum and Syd Zelinka continue as writers.

JAMES ALDEN BARBER, program director of KGVO, Missoula, Mont., is author of an original play, "Civilized People", given its debut April 2 by the station's Sunday Night Players cast.

JERRY MORRIS, new to radio, has joined the news-special events staff at KOMO-KJR, Seattle, replacing Fred Banker, now in Hollywood.

WILLIAM DUKESHIRE, New Haven news reporter of WICC, Bridgeport, Conn., has resigned. He is succeeded by John Reilly.

ROBERT STENZHORN, continuity and promotion director of WHLS, Port Huron, Mich., has resigned to enter the printing business.

NORMAN BENSON, associated with Philadelphia radio for the last six years, has joined the announcing staff of WCAU, Philadelphia.

WAYNE BYERS, chief announcer of WHLB, Virginia, Minn., claims a new record for play-by-play broadcasts of fall and winter sports with his coverage of 101 sporting events from Sept. 15 through March 23. Following 12 football broadcasts during the fall grid season, Sportscaster Byers announced 89 basketball and hockey games between Dec. 2 and March 23. All but 10 of the broadcasts were sponsored.

ADOH, JERRY and Eddie Vaughn, announcers, continuity writers and entertainers, have joined the staff of WHBF, Rock Island, Ill. They formerly were with KGFW, Kearney, Neb.

RUTH BAILEY, actress of NBC-Chicago, in *Guiding Light*, *Tale of Today* and *Woman in White*, was married April 12 to Eugene Swigart Jr.

MacEwen Joins WAVE

H. LEE MacEWEN, former news editor of WLW and WSAI, has joined WAVE, Louisville, as news editor. He headed the Crosley stations' news staff for four years, originating and writing the news programs of Paul Sullivan, now commentator on WHAS, Louisville, and Peter Grant, commentator of the Crosley stations. Mr. MacEwen began newspaper work with the *Cincinnati Post* but served in Washington for several years as a member of the United Press staff. His experience includes service as foreign editor of the United Press in New York and in its feature and business offices. He also has managed press association bureaus in Chicago and the Pacific Coast.

JACK ROSTAN, onetime writer for Lucky Strike's *Baron Manchausen* series with Jack Pearl and recently script advisor for independent stations, has joined the writing staff of Star Radio Programs, New York, as writer on the *Morning Bulletin Board* series.

BOB GLAENZER, formerly of Myron Selznick Ltd., has been appointed sales contact with agencies and clients of the Artist Bureau of WMCA, New York. Al Hall has been named studio director in charge of network coordination.

VAN LEVIS (Norman Van Pelt Levis Jr.), Germantown, Pa. minister's son who introduced his own dance band a few years ago, has joined WHAT, Philadelphia, as announcer.

JACK HARRINGTON, formerly of KFDM, Beaumont, Tex., and WIND, Gary, has joined the announcing staff of WHAS, Louisville.

JACK PARKER, studio manager of WBCM, Bay City, Mich., and Miss Beth Hamilton, of Holly, Mich., were married April 12.

MERRILL MADDEN, New England net announcer, has joined WCOP, Boston.

JACK REED, formerly of KROW, Oakland, has been added to the announcing staff of KSAN, San Francisco.

CAM RITCHIE, traffic manager of CKLW, Detroit, recently married Miss Eleanore Cunliffe, of the CKLW accounting staff. Frank Burke, announcer, on April 15 was to marry Miss Anne Campbell, of Hamilton, Ont.

GARRY NORFIT, writer and producer of KWK, St. Louis, and m. c. of its *Mid-Afternoon Madness* variety show, in June will marry Miss Eleanor Little, of Richmond, Va.

WALBERG BROWN, musical director of WGAR, Cleveland, is the father of a girl born March 29.

BOB ARMSTRONG, production manager of WSTP, Salisbury, N. C., on March 25 married Irene Burke, secretary to the program department and staff pianist.

WILLARD M. FARNUM, announcer of WFLA, Tampa, Fla., is the father of a boy born recently.

VICTOR SCHILLING, orchestra leader and entertainer, has been appointed radio production and musical director of Radio Productions, Denver.

BILL WELLS has resigned from the production and announcing staff of KMA, Shenandoah, Ia.

JOHN LOVEJOY, formerly of WTAQ, Green Bay, Wis., has joined WOMT, Manitowoc, Wis., succeeding Stanley Vainrib, now with the radio council of the Chicago Board of Education.

JOE KING, recently of WSB, Atlanta, and before that with WBRC and WAPI, Birmingham, has joined the announcing staff of WJSV, Washington.

Bonnie a Heroine

BONNIE REILLY, CBS receptionist on the 17th floor, location of the network's press and special features departments, scooped her neighboring experts on March 30, when after being trapped and knocked unconscious in a subway collision she spurned medical aid until, after a four-block scramble underground to an emergency exit, she found a phone and gave CBS the first eyewitness description of the wreck, which it put on the air immediately. Then she let them bind up her scalp wounds and went on home to bed.

W. RAY WILSON, writer-producer of WLW, Cincinnati, on April 15 married Marrianne Dixon.

LLOYD ANDERSON, formerly of KXOK, St. Louis, has joined the announcing staff of WHIO, Dayton, O.

KENNETH WRIGHT, formerly of WCPO, Cincinnati, has joined the announcing staff of WNOX, Knoxville.

BILL BRYAN, program manager of KTSA, San Antonio, is the father of a boy born early in March. Mrs. Bryan is the former Trudy Wood, NBC and CBS singer.

JOHN MICHAEL MacKNIGHT, who recently appeared opposite Joan Crawford during a *Gateway to Hollywood* competition, has joined WAPI, Birmingham, Ala.

HANK WEAVER, sports announcer of KEHE, Los Angeles, has recovered from head injuries received in a recent auto accident.

Meet the LADIES

MAXINE A. CHAFFIN

THE FEMALE of the species in many cases hold as important executive posts at some broadcasting stations throughout the United States and Canada as the dominant male. A survey by BROADCASTING reveals that about a score of women either own stations or bear the titles of manager, assistant manager or commercial manager. BROADCASTING has selected this picture of pretty Miss Maxine Chaffin, assistant manager and commercial director of KID, Idaho Falls, Ida., for the first of a series of photos of lady radio executives to appear periodically.

TOM DOLAN, formerly assistant sports editor of the *Madison* (Wis.) *Capital Times*, has joined the announcing staff of WISN, Milwaukee, and will assist Alan Hale during the baseball season.

MARTI WILKERSON has been appointed publicity director of KMTR, Hollywood, succeeding Ruth Keator, who resigned to go to New York.

FRANK NAGEL, formerly in the production department of KLZ, Denver, has been named continuity chief of KVOR, Colorado Springs. Henry Joslyn has joined the KVOR staff as newscaster.

WILLIE WANNA RAMSEY, woman's commentator on KGHI, Little Rock, Ark., has been named hostess at the Arkansas exhibit of the New York World's Fair. Miss Ramsey, taking a five-month leave of absence from her KGHI duties, will return to the station in October.

PHYLLIS WOODS has joined CKCL, Toronto, as women's editor of its morning daily newspaper of the air.

RUBEY COWAN, having effected a settlement of his contract as executive director of radio contacts, has left Paramount Pictures, Hollywood. His successor is Robert D. Hussey, transferred from publicity. Cowan joined Paramount studios two years ago, coming from NBC Artists Service.

HELEN STEWART, assistant to Arthur Garbett, western division educational director of NBC, is on leave, convalescing from a long illness.

JIM FOSTER has joined the Seattle staff of KVI, Tacoma, as relief announcer.

WENDELL NILES, Hollywood announcer-producer, has been assigned a part in the Warner Bros. film,. "Battle of City Hall".

FRED HENRY, formerly of KGER, Long Beach, Cal., has joined KMTR, Hollywood, as announcer-producer. He succeeds Norman Paige, who resigned to join the NBC San Francisco announcing staff. Robert McReynolds, new to radio, has also joined KMTR as junior announcer. Bert Kalmar Jr., announcer-producer, has left the station.

MAC McALLISTER, formerly chief announcer of KGVO, Missoula, Mont., has joined the announcing and production departments of KHQ-KGA, Spokane. His duties at KGVO have been assigned to Bob Young and Charles Luedke.

HOWARD CULVER, KMTR, Hollywood, announcer, and Mickey Born, of that city, were married at Glendale, Cal., late in February.

DOUG ROMINE, formerly of KARK, Little Rock, Ark., has joined KTSA, San Antonio.

HARRY W. FLANNERY, news editor of KMOX, St. Louis, is a recent father.

CHARLES CASPER, former publicity director of the St. Louis Browns, will assist France Laux in broadcasting play-by-play baseball on KMOX, St. Louis.

DON WIRTH, former announcer of WOMT, Manitowac, WHBL, Sheboygan, and WIBU, Poynette, has joined the announcing staff of WIBA, Madison.

BOB BINGHAM, sports announcer of WWNC, Asheville, N. C., has been named production manager of the station. Mardi Liles, formerly of WFLA, Clearwater, and WSUN, St. Petersburg, Fla., has joined the WWNC announcing staff.

HAL HALPERN, writer, research director and head of the mechanical division of Radio Feature Service, New York publicity firm, has resigned to take a post in the New York Civil Service. He will continue to freelance.

DON WIRTH, former announcer of **DOUGLAS BROWNING**, announcer of WLW, Cincinnati, since 1936, has joined NBC in New York.

The Week of April 17th

is but the beginning of the Year-Round

NAB-RMA Joint Promotional Campaign

THE WEEK OF APRIL 17 will be a milestone in the history of American radio not alone because it marks the first joint campaign sponsored by both the National Association of Broadcasters and the Radio Manufacturers Association . . .

not alone because it begins the first shoulder-to-shoulder cooperation between the 56,000 local radio retailers and the broadcasting stations in a determined effort to broaden still further radio's mighty circulation and to promote radio on all fronts . . .

not alone because hundreds of thousands of listeners and particularly-interested groups of listeners will receive the story of American radio first hand during the inaugural Radio Open House Week . . .

not alone because radio, for the first time in its seventeen year history, summons its many voices in a wholesome and long-deferred self promotion . . .

but also because it will sharply focus the attention of the industry and of the public, month in and month out, year in and year out, on those things which touch upon its service of public interest, convenience and necessity.

IN THE NEAR FUTURE *A handsome pictorial booklet "Radio's Riches — How You May Bring Them to Your Home", designed to stimulate more listening and a more intelligent appreciation of radio . . . to be distributed to the eight million people who will buy new radio receivers this year. Suitable also for mailout by individual broadcasting stations.*

IN THE SUMMER *Programs for summer use, with special promotional plans for state fairs.*

NAB-RMA
Year-Round
CAMPAIGN
•
HEADQUARTERS
1626 K STREET, N.W.
WASHINGTON, D.C.

TO PROMOTE THE BEST INTERESTS OF AMERICAN RADIO·

This space contributed to NAB-RMA Joint Campaign by BROADCASTING *Magazine*

WEAF's Proposed Move

FEARS of Port Washington residents that the removal of the WEAF transmitter from its present site at Bellmore, L. I., to Port Washington, might interfere with their reception of other stations' programs were allayed by Raymond F. Guy, NBC engineer, who addressed a meeting of the town's Taxpayers Association on April 4. Mr. Guy read letters from the Bellmore Chamber of Commerce and other civic organizations testifying to the absence of interference caused by the transmitter and also presented several radio service men of Bellmore who gave similar testimony. At Mr. Guy's suggestion the group appointed a committee to visit Bellmore and confirm the evidence given at the meeting.

Social and Economic Aspects

(*Continued from page 24*)

and dialogues receive less emphasis. Other types of programs appear in about the same position of preference on commercial time as they do on total time.

The evidence also showed that commercial sponsorship of the several types of programs varies considerably between geographical regions. Even within regions the emphasis given by sponsors is not consistent between the various types of programs, it was pointed out. For example, the Pacific region has a greater proportion of commercial time in total broadcast time and in total time devoted to music, news and religious devotional programs than any other region. It does, however, sell less proportionate time devoted to variety programs than any other region.

While commercially sponsored programs represented 34.5% of total broadcasting hours in the United States, the committee pointed out, they constituted 40% of the total hours broadcast from stations located in metropolitan districts and 28% of the total hours broadcast from stations located in cities not in metropolitan districts. This differential, it stated, is maintained approximately in each of the broadcast regions.

Types of Rendition

Of the total program time of all reporting stations, 63.8% was rendered by live talent and 32.4% was by mechanical rendition. Of the 32.4% rendered mechanically, 20.8% was by electrical transcription and 11.6% was by records. Music is rendered 30.5% by transcriptions and 21.1% by records. Other types of programs rendered mechanically to a substantial degree dramatic, 26%, and variety 20.1%. The various media of rendition were used generally to about the same degree over commercial time as over total program time, said the committee. There were a few variations but not of substantial significance, it said.

Of the total program time rendered by the various media, live talent taken from national networks was 32.7% commercial; from regional networks 30% commercial, originated locally, 35.1% commercial; with the total live talent 33.7% commercial. Electrical transcriptions were 30.9% commercial, records 32.5% and announcements 75.5%.

In discussing the inherent and basic weaknesses of its program analyses, the committee said it lies largely in the questionnaire used for the purpose. It then recommended that, in any analysis of program service made in the future, the questionnaire form should be self-sufficient and leave nothing to the interpretation of the respondents. "Only in this way can uniformity in reporting be gained and accurate statistics be prepared," the report stated.

Need of More Data

The Committee discussed at length reasons why it felt more comprehensive data should be procured. In this connection, it advocated that full consideration should be given to the economic factors involved, including cost and convenience to the industry. The requirement for a detailed classification of programs, it said, imposes a financial burden upon broadcasters which becomes heavier as the detail is increased.

It suggested that the classification adopted should be adequate for significant analysis and yet "should not impose an unreasonably laborious and expensive procedure upon the broadcasters. The counsel and approval of the broadcasting industry should be solicited before a final classification is adopted. This procedure would tend to lead toward a general and satisfactory standardization in classification of programs and make possible for comparative purposes a more ready evaluation of the program service of broadcast stations."

The committee followed up this observation with a four-page listing of the proposed tentative classifications, covering every aspect of programming operation.

In that portion of the report devoted to economic aspects, the committee reviewed old statistical tabulations dealing with the industry as an economic enterprise. It repeated figures purporting to show an investment by the radio audience of $3,724,000,000 in some 53,700,000 sets sold from 1922 through 1937. The total investment of broadcasters in stations and equipment as of the end of 1937 was given as $47,000,000 before depreciation, of which $29,000,000 was estimated as invested in technical equipment.

Employment Facts

Next in detail were breakdowns of employment and compensation for the industry as a whole; sources of economic support; broadcasting as an advertising medium as compared with other media; circulation data; types of broadcast advertising; competitive factors; factors affecting earning capacity of stations such as classification, frequency and power; average net sales according to frequency groups; the effect of network affiliations; purchasing power of service areas; characteristics of trade areas; competition as it affects profits of stations and their net sales; listener appeal on program quality; distribution of advertising revenue among various classes of stations.

The committee said it was particularly of interest that stations earning the most money showed a smaller proportion of straight musical programs than the lower income stations and that the former reported a much larger proportion of dramatic programs as well as substantially more talks and dialogues.

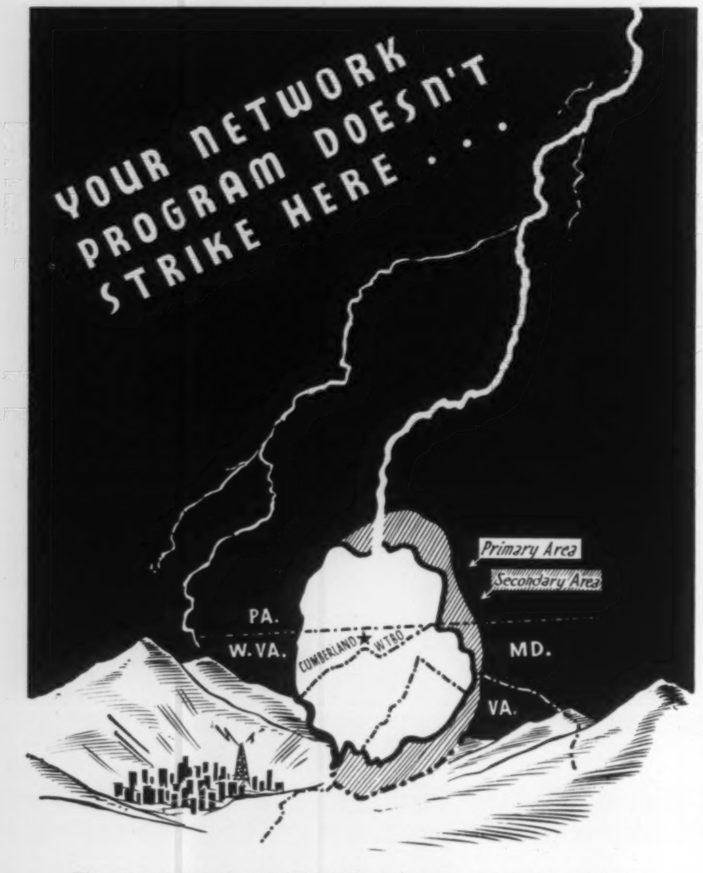
Local Stations' Share

The place of the local station in national advertising, as reflected in the 1937 figures, was discussed by the committee, which pointed out that the local stations' share of total network and national spot business of all stations amounted to only $531,373 (2.4%) and $719,113 (3.1%), respectively. The local stations share of total local advertising revenue, however was $8,549,079, approximating 23% of all local business.

Network advertisers, the committee added, do not appear to be interested in coverage by local stations in cities under 25,000, "in part, undoubtedly, because of almost prohibitive wire costs, which would be involved in reaching the limited population. As for national spot advertisers, the available information shows that they advertise on local stations to a limited extent and under favorable circumstances even in cities as small as from 10,000 to 25,000 but do not go below that population range."

The final section of the report was devoted entirely to economic evidence concerning superpower with liberal use of data submitted in connection with WLW's unsuccessful quest for renewal of its special experimental authorization to continue operation with 500 kw., which was terminated March 1.

KMA, Shenandoah, Ia., has dropped its FCC application to move to Council Bluffs, Ia., across the Missouri River from Omaha [BROADCASTING, March 1].



The vast area in and around Cumberland is without consistently satisfactory radio service from any station other than WTBO.

Located in WTBO's service area are 98,400 radio families who listen to WTBO for news, entertainment, and educational features. If you are to get the most in sales and distribution in this market your ONE MUST medium is WTBO . . . especially for NATIONAL ADVERTISERS.

NO NETWORK STATIONS SERVE THIS CITY!

WTBO

CUMBERLAND, MARYLAND

800 Kc. Clear Channel 250 WATTS

NATIONAL REPRESENTATIVES: Joseph H. McGillvra

"YEAH... BUT... HOW MANY ARE AWAY FROM RADIO... IN THE SUMMER ?"

That's *Your* question and we are glad you asked us!

Here is the answer founded on facts*: *Only* 3 out of every 100 adult listeners are away from radios in any one week during the summer.

For summer information on one or all fifteen NBC Programmed Stations consult the NBC Spot Specialist in any of the cities listed on the right. (Also Detroit and Hollywood). And he'll be very glad to assist you in solving your own particular Summer Spot Broadcasting problem.

*These facts are from a personal interview survey conducted by an independent research agency. (Anderson, Nichols, Associates, Inc.)

BOSTON - SPRINGFIELD
- WBZ & (50,000 WATTS - 990 KC.)
- WBZA (1,000 WATTS - 990 KC.)

CHICAGO
- WENR (50,000 WATTS - 870 KC.)
- WMAQ (50,000 WATTS - 670 KC.)

CLEVELAND
- WTAM (50,000 WATTS - 1,070 KC.)

DENVER
- KOA (50,000 WATTS - 830 KC.)

NEW YORK
- WEAF (50,000 WATTS - 660 KC.)
- WJZ (50,000 WATTS - 760 KC.)

PHILADELPHIA
- KYW (10,000 WATTS - 1020 KC.)

PITTSBURGH
- KDKA (50,000 WATTS - 980 KC.)

SAN FRANCISCO
- KGO (7,500 WATTS - 790 KC.)
- KPO (50,000 WATTS - 680 KC.)

SCHENECTADY
- WGY (50,000 WATTS - 790 KC.)

WASHINGTON
- WMAL (500-250 WATTS - 630 KC.)
- WRC (5000 - 1000 WATTS - 950 KC.)

NATIONAL BROADCASTING COMPANY
A RADIO CORPORATION OF AMERICA SERVICE
WORLD'S GREATEST BROADCASTING SYSTEM

Farewell Banquet For Judge Sykes

MORE THAN 200 Government officials, employes of the FCC, broadcasters, and others identified with communications, paid tribute to Judge E. O. Sykes in Washington April 8 at a farewell dinner honoring him after 12 years of service as a member of the Radio Commission and the FCC.

Returning to private practice of law in Washington, Judge Sykes was extolled by Senator Pat Harrison (D-Miss.), a life-long friend; FCC Chairman McNinch, who praised Judge Sykes for his courage, ability and teamwork; Senator Burton K. Wheeler (D-Mont.), chairman of the Interstate Commerce Committee, who said he often called in Judge Sykes for counsel on radio and communications matters; Rep. Sam Rayburn, Majority Leader of the House, and Lambdin Kay, general manager of WSB, as spokesman for the broadcasting industry. NAB President Neville Miller presided. Entertainment was furnished by the industry, with Arch McDonald, CBS baseball announcer, as master of ceremonies.

All members of the FCC save Commissioners Case, who was unable to attend because of a previously scheduled family affair, and Payne were present, along with several former members. Frederick I. Thompson, Judge Sykes' successor, also attended. FCC employes presented to the Judge, through Chairman McNinch, a desk set. As the gift of those at the dinner, a leather easy chair was presented the retiring commissioner. The fish course at the banquet—four 25 lb. salmon—was supplied by Birt F. Fisher, general manager of KOMO-KJR, Seattle, and Don Graham, Seattle attorney.

In addition to those mentioned, Senators who attended the banquet included John H. Bankhead 2d. Alabama; Tom Connolly, Texas; Walter F. George, Georgia; Robert R. Reynolds, North Carolina; Richard B. Russell Jr., Georgia; Ellison D. Smith, South Carolina, and former Senators Hubert D. Stephens (Miss.), Judge Sykes' law partner and James E. Watson, Indiana.

Out of town broadcasters included H. V. Akerberg, CBS; W. C. Alcorn, WBNX; A. L. Ashby, NBC; Robert T. Bartley, Yankee Network; Hugh M. Beville Jr., NBC; H. K. Carpenter, WHK; Lester E. Cox, KWTO-KGBX; Donald D. Davis, WHB; William G. H. Finch, New York; Donald S. Shaw, WMCA; Charles Gannon, Arthur Kudner Inc.; Sam Gellard, WLTH; Gustav A. Gerber, New York; Gilson Gray, CBS; S. D. Gregory, KDKA; A. F. Harrison, United Press; William S. Hedges, NBC; D. E. Kendrick, KITE; John A. Kennedy, WCHS; Paul Kennedy, *Cincinnati Post;* Paul H. LaStayo, WAAT; Dr. Leon Levy, WCAU; T. L. Evans, KCMO; John C. McCormick, KWKH; Alfred J. McCosker, WOR; Richard H. Mason, WPTF; Herbert L. Pettey, WHN; Eugene C. Pulliam, WIRE; Virgil Reiter, station representative; William Ruess, WOW; Mefford R. Runyon, CBS; John Shepard 3d., Yankee Network; Glenn Snyder, WLS; Joe Spadea, station representative; R. E. Waldo, WADC; L. W. Whitten, Graybar; Ed Williams, United Press; W. P. Williamson, Jr., WKBN; Herbert L. Wilson, WBNX, nd L. B. Wilson, WCKY.

Judge Sykes immediately upon acceptance of his resignation by President Roosevelt April 5, joined the law firm of former Senator Stephens; former FCC Chief Counsel Paul D. P. Spearman, and former FCC Assistant Chief Counsel Frank Roberson. The firm name has been changed to Stephens, Spearman, Sykes and Roberson.

COURT RECOGNIZES
Broadcaster's Problems With Six-Month License

EVEN the austere U. S. Court of Appeals for the District of Columbia has taken cognizance of the license tenure plight of broadcasters. During oral arguments April 10 on the appeal of Colonial Broadcasters Inc., from the FCC decision granting a new local station to Arthur Lucas in Savannah, Associate Justice Justin Miller inquired of General Counsel William J. Dempsey whether "greater stability" would not accrue to broadcasters if they were accorded one year licenses in lieu of the six-month tenures.

The attorney responded affirmatively, declaring there was no question but that broadcasters would benefit greatly. When Chief Justice J. Lawrence Groner asked whether it was true that broadcasters have invested "millions of dollars" on six-month licenses "at their own peril" with no more assurance of renewal than newcomers, Mr. Dempsey again responded affirmatively but asserted that the law permitted the FCC to exercise its discretion in regard to the tenure.

TEN YEARS behind KFYR's mike at the North Dakota State basketball tournaments has been Sportscaster Fay Brown, pictured delivering his rapid-fire description of the 1939 championship game, from the Bismarck station's special glass booth high in the girders above the playing floor. In 1936 Brown was awarded fifth place in a nationwide poll of sports announcers outside major league cities conducted by a national sports magazine. Pictured in the booth with Brown is KFYR's program director, Wayne Griffin, who handled the commercials for the sponsor, Sweetheart Bread, and Control Engineer Bob Watts.

COURT ASKS RELIEF FROM BULKY BRIEFS

THE U. S. Court of Appeals for the District of Columbia on April 11 criticized the cost of radio litigation during arguments on the appeal of W. P. Stuart of Prescott, Ariz., from a decision of the FCC granting a competitive application for a new local station in that city.

Chief Justice J. Lawrence Groner criticized the practice which has resulted in the filing of bulky records which he said consumed much of the court's time. He also observed that this practice entailed unnecessary costs to clients for printing. He alluded to a 600-page record costing approximately $1,500 involved in the Stuart case and commented that probably all of the necessary pertinent evidence could have been placed before the court in 25 or 50 pages.

Declaring he would have liked to have addressed his remarks to all members of the radio bar, in the interest of conserving the court's time and clients' funds, Chief Justice Groner inquired why the complete record had been submitted. William C. Koplovitz, FCC assistant general counsel, said the Commission had sought to have the appeal dismissed on two occasions and had made specific mention of the necessity for submitting the entire record. Frank Stollenwerck appeared as counsel for Stuart.

Bosco to Add

BOSCO Co., New York (milk amplifier), on April 3 added six quarter-hour news periods weekly on WCAE, Pittsburgh, to the series of news programs currently sponsored on the Yankee Network, WCAU, Philadelphia, and WHAM, Rochester. More stations will be added from time to time. Kenyon & Eckhardt, New York, places the account.

FCC Rebuked by Appellate Court

(*Continued from page 38*)

order, it is the duty of the Commission to comply with that order and, unless for some exceptional reason it obtains leave of this court to reopen the case, to reconsider the matter on the record and in the light of this court's opinion," the court said.

"Here, as we have pointed out, petitioner was first in the field. Its application was duly set down for hearing and was duly heard by the Commission on the record made. This was in accordance with the Commission's Rule 106.4, which recognizes priority of filing when subsequent applications are made after the prior one has been set for hearing. In such a case petitioner ought not now to be put in any worse position than it occupied on the original hearing, and therefore ought not to be required any more now than originally to be put in hodgepodge with later applicants whose records were not made at the time of the previous hearing. On this state of facts, we are of opinion the Commission should rehear the application on the record and in the light of our opinion. We believe this expression of our views on the subject will obviate the necessity of issuing the writ. If it becomes necessary for the protection of petitioner's rights, counsel may submit a proposed form of order within 30 days. Otherwise an order will be entered denying the petition for prohibition and mandamus."

Similarity in Cases

In the Heitmeyer case, the special appeal was taken by the FCC from the District Court action denying the Commission's motion to dismiss. The appellate court reversed and remanded the decision of the lower court with instructions to dismiss the bill without prejudice but in so doing pointed out that Heitmeyer had a legal remedy under which he could mandamus the appellate court if the FCC failed to comply with its mandate.

Chief Justice Groner brought out that the Heitmeyer case was quite similar in many respects to the Pottsville case and therefore wrote a short opinion. He pointed out that in 1935, Paul R. Heitmeyer [now manager of KLO, Ogden, Utah] applied for a construction permit for the Cheyenne station. The examiner recommended a grant over the competitive application of the Wyoming Radio Educational Assn. which was heard at the same time. The Commission denied the Heitmeyer application and he appealed in December, 1937, at which time the court reversed the Commission.

Heitmeyer, through former Senator Clarence C. Dill and James W. Gum, his attorneys, then asked the Commission to make a final decision on the record as it stood, but the Commission ordered the record to be reopened for further hearing and consolidated it *de novo* (back to the beginning) upon the application of Frontier Broadcasting Co. and Cheyenne Radio Corp., new applicants. Heitmeyer appealed to the court for a "show cause" rule, which was denied, following which he went to the District Court on the bill of complaint.

The only substantial difference between the Heitmeyer and Pottsville cases, the court said, is that in the former the Commission, instead of passing upon all the issues set down for hearing before the examiner, denied the application on the single ground of Heitmeyer's financial qualifications. In originally reversing and remanding the case to the FCC with instructions to proceed with the application in conformity with its opinion, the court said its judgment imposed on the Commission "the duty of rehearing the case on the original record". It was because the court understood that the Commission would so proceed that it denied the rule to show cause, the opinion added.

"It was not then brought to our attention—or, if it was, we overlooked it—that the Commission intended to impose upon appellee the making of an entirely new record, and to make the decision turn upon the relative merits of the qualifications of himself and two new parties who had become applicants for identical facilities since his case was first heard and decided and who, under the Commission's own rules, were not eligible to become parties to the record on appellee's application," said the court.

For the reasons stated in the Pottsville case, the court said, Heitmeyer is entitled to have the questions decided upon the original record on which the appeal was based. It pointed out also that in the Pottsville case it said that upon a showing of newly-discovered evidence or of "supervening facts which go to the very right of applicant to have the license, the Commission might apply to us for leave to reopen for these purposes."

"But except in these circumstances," said Chief Justice Groner, "we think the rule announced in the Pottsville case is controlling here, and that the order of the Commission for a hearing on a new and different record and placing new parties on a parity with appellee is erroneous. Upon the showing made, appellee was entitled to apply to us for a mandamus or by his election to go forward with the hearing and then appeal."

Sales Enmity of Newspapers and Radio Criticized at Ohio Broadcast Session

SALES ENMITY between newspapers and broadcasting stations should not exist because both media have their places in the advertising firmament, Harvey Young, former president of the American Newspaper Publishers Assn. and advertising director of the *Columbus Dispatch*, told the Ohio Sales Institute of the Ohio Association of Broadcasters at its second annual session in Columbus April 1.

Headlining speakers at the Institute, Mr. Young discussed sales fundamentals but took occasion to point out that competition between newspapers and stations need not be unto death. He said that in some cases broadcast stations have made papers tighten up their belts a bit but that they had come back in their own way by evolving new sales methods and innovations in printed advertising. Both radio and newspapers have a use in the world and nothing useful, so long as it maintained its purpose, would ever be eliminated by another "useful service", he said.

Attended by some 70 Ohio broadcasters and salesmen, the Institute was called by Leonard Reinsch, manager of WHIO, Dayton, president of the Ohio association. He emphasized the aim of the group was advancement of radio advertising through cooperative educational efforts. Fred Bock, sales manager of WADC, Akron, and chairman of the Institute, presided after introductory remarks by Mr. Reinsch.

James Tells of Successes

E. P. H. James, advertising manager of NBC, addressed the group on commercial broadcasting and gave a number of case histories of commercial programs. He emphasized the advantages and extra values obtained by proper merchandizing of campaigns and sought to substantiate his contention that "radio is the most intensive means of advertising in the world today."

After conclusion of Mr. James' regular talk, he was asked about television. With blackboard diagrams and in lay language, he projected the story. Explaining technical progress already made by the visual art and the present limitations of television, Mr. James asserted that even if television stations are licensed for commercial use, there would have to be some 300,000 receivers in the New York area before a New York station would be able to sell advertising which would bring returns commensurate with costs.

Charles O. Caley, sales manager of WMBD, Peoria, discussed local selling. He said a radio salesman might look at the toothpaste salesman who calls on the drug store which has 20 kinds of tooth paste on the shelf already and has to convince the druggist that No. 21 is the one he needs to make more sales. Then, he pointed out, the radio man's competition seems trivial.

The radio salesman should seek to show the prospect that radio is really best for his purpose, Mr. Caley declared. He should be armed with tangible evidence, and use it. While everyone appears to be interested in radio because of its glamour, he said nevertheless the astute buyer wants to be shown that it is a good medium and can sell goods.

He urged that salesmen not oversell but attempt to give the account something in line with his budget. Merchandising problems likewise should be discussed. Don't just sell broadcasting, he admonished, but sell a complete merchandising campaign—a program built to entertain and sell goods. Emphasizing the importance of good copy, Mr. Caley said that in his opinion, the continuity and production departments are 75% responsible for renewals.

A brief discussion period followed each speech. The meeting closed with a forum led by Gene Carr, assistant manager of WGAR, during which all parties were given opportunity to ask any questions or expound any theories.

In addition to Chairman Bock and Mr. Carr, other members of the Sales Institute Committee were Bill Orr, of WBNS, and Dave Brown, of WHIO.

Attending the meeting were:

WSPD, Toledo—J. H. Ryan, W. F. Shannon, R. B. Stone, E. Y. Flanigan, R. K. Richards, James Ubdlhart, Cliff Coe, Merrill Pheatt, Gene Vaughn, Russ Stone, T. O. McCullough.

WADC, Akron—Virgina Fair, Ed Marchal, Ruth Kelly, Fred Bock.

WHBC, Canton—R. H. Bruce.

WGAR, Cleveland—Sidney DeWitt, Gene Carr, John Walsh, Harry Camp.

WHIO, Dayton—Leonard Reinsch, Tom Stewart, R. H. Moody, Dave Brown, Harvey Young, Jr.

WKBN, Youngstown—E. E. Evans.

WLW-WSAI, Cincinnati—Walter Calahan.

WTAM, Cleveland—H. L. Gallagher, R. G. Carter, H. A. Barton.

WJW, Akron—Ted Winters, Edith Fern Melrose, John Weimer.

WLOK, Lima—Don Ioset, John Henry Gaskill, Edmund Brown.

WHK, Cleveland—H. K. Carpenter, K. K. Hackathorn, Harry Stair, Robert De Tschon, Jack Mauer, Wm. Brussman.

WKRC, Cincinnati—W. J. Williamson, U. A. Latham.

WCLE, Cleveland—Joe Beres, R. C. Brown, Phillip Herbert.

WCKY, Cincinnati—Tom Mitchel, George Moore, Floyd Weissinger, Lloyd Venard.

WCOL, Columbus—Jack Kelly, Jack Doty, Neal Smith, George Briggs, Don Brandes, Fred Hoffman.

WHKC, Columbus—B. A. Manring, C. M. Everson, J. Don Davis, J. D. Marks, H. H. Hoessely, Mr. Zimmerman.

WBNS, Columbus—W. I. Orr, C. L. Wanke, R. D. Thomas, Don Burrows, Mr. Weider.

VISITORS—Dr. Dameron, I. Trope, C. Haas, Ohio State U.

'Calling All Ma's'

TO SETTLE once and for all who is the champion "child-calling mama" of the five boroughs of New York, Bob Hawk, of the Mennen Co.'s *People's Rally* program, on April 16 over MBS will conduct a contest which he names the *Calling All Ma's* competition. He seeks to find the mother who can yell loudest in bringing her offspring off the streets for supper.

Railway Express Spots

RAILWAY EXPRESS AGENCY, New York, on April 11 started a 10-week campaign of three to four spot announcements weekly on a list of 41 stations. Six spots weekly are also placed on KOA, WBZ, WCCO, WGY, WTAM, and KDKA. Caples Co., New York, is agency.

1350 KILOCYCLES
"ST. LOUIS KWK"

A detail—but the radio audience has made it important: When we streamlined our station identification to "St. Louis KWK," listeners really sat up and took notice! They wrote, they telephoned, they said they liked it!

No need for us to say, "You are listening to Radio Station KWK, etc., etc.,"—they know they're listening to KWK and so do we! But we checked two hours of Class A time the other night just to make certain: A thousand telephone calls showed St. Louis KWK with 43.8% of the audience to St. Louis network stations. Another detail—perhaps—yet of a nature which insures sponsor success on St. Louis KWK.

ST. LOUIS
KWK

Thomas Patrick, Incorporated
HOTEL CHASE ST. LOUIS
Representative
PAUL H. RAYMER CO.
New York - Chicago - San Francisco

CIT Awards for Safety Are Given NBC, WGAR

NBC and WGAR, Cleveland, were the recipients of the awards presented by the Commercial Investment Trust Safety Foundation for their contributions to the cause of highway safety. NBC received a bronze plaque for its programs, *Sunday Drivers* and *No School Today*, while WGAR won the Foundation's local radio station award, with special mention for its program *Safety Cruiser*. A. O. Dietz, president of CIT, made the presentations at the Foundation's annual dinner April 12, part of which was broadcast on NBC-Blue. The Foundation was started in 1936 to promote highway safety by the CIT, an installment sales financing company, with special view to its services to the automobile group.

CJRM, Regina, Sask, on April 2 changed its frequency from 540 kc., which will be used by the new CBC 50 kw. transmitter CBA at Watrous, Sask., to 950 kc.

WBTH Staff Complete

Mr. Rodgers

COMPLETION of the staff of WBTH, Williamson, W. Va., was announced by A. C. Rodgers, general manager, as the new station prepared for its inauguration April 16, operating with 100 watts daytime on 1370 kc. Mr. Rodgers, formerly with KTOK, Oklahoma City, WBBZ, Ponca City, Okla. and WOPI, Bristol, Tenn., stated that Eddie Whikehart will be program director; F. W. Wagner, chief engineer; James Clark and Eddie White, announcers; George R. Taylor outside salesman. Mr. Whikehart comes from WPAY, Portsmouth, O., as does Mr. Wagner. Mr. Clark formerly was with WHIS, Bluefield, W. Va. Mr. White and Mr. Taylor are new to radio. The station will have Collins equipment throughout with a Lingo radiator, and has subscribed to UP news service.

Composite Award

FIRST BONER of the sport season is credited to Joe Wynn, of KOB, Albuquerque, N.M., for his statement during the excitement of presenting awards at the conclusion of a recent basketball tournament: "The captain of the Albuquerque baseball team will receive a gold football for winning this basketball game."

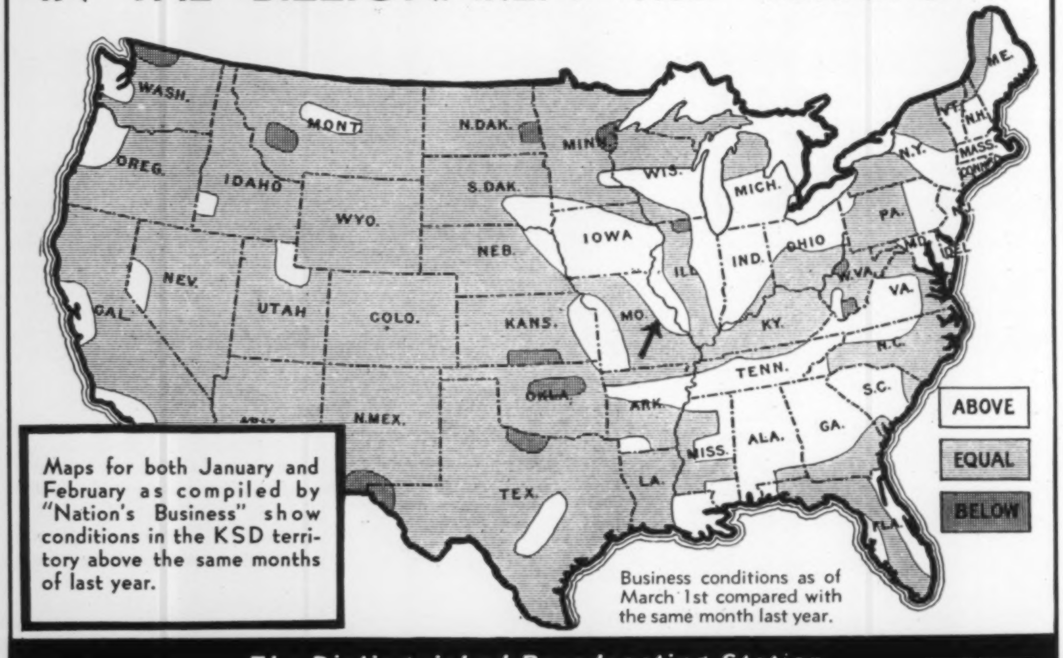
Deforest School Tests

DEFOREST TRAINING Inc., Chicago (television and radio school), has started a test campaign of weekly quarter-hour shows on WOR, Newark; CHSJ, Saint John, N.B.; CHNS, Halifax, N.S. The account will likely expand to various Canadian stations, according to Presba, Fellers & Presba, Chicago agency handling the account.

KSD

KSD has a greater daytime coverage area than any other St. Louis broadcasting station.

BUSINESS CONDITIONS ARE "ABOVE" IN THE BILLIONAREA---KSD TERRITORY



Maps for both January and February as compiled by "Nation's Business" show conditions in the KSD territory above the same months of last year.

Business conditions as of March 1st compared with the same month last year.

The Distinguished Broadcasting Station

Station KSD—The St. Louis Post-Dispatch

POST-DISPATCH BUILDING, ST. LOUIS, MO.

FREE & PETERS, INC., NATIONAL ADVERTISING REPRESENTATIVES

NEW YORK CHICAGO DETROIT ATLANTA SAN FRANCISCO LOS ANGELES

Repurchase of Holdings In American Record by CBS Disclosed by SEC

PROFITS aggregating about $35,000 resulted to "members of the family of certain directors" of CBS and their associates in a transaction by which CBS on Feb. 8 repurchased for $112,500 a 10% interest in American Record Corp. which CBS had sold on Dec. 27, 1938, with option to repurchase, to Isaac D. Levy on behalf of a group which did not include himself beneficially.

According to statements filed with the Securities & Exchange Commission, under terms of the Dec. 27 transaction, Mr. Levy, a CBS director and part owner of WCAU, Philadelphia, bought 10 shares of the capital stock of American Record Corp. from CBS, giving CBS an option to repurchase. Mr. Levy, reported as "having no beneficial interest in the stock or proceeds of the sale" paid CBS $70,000 for the 10% interest, along with $10,000 additional as expenses involved in an investigation of the company.

With CBS negotiating "and about to sign contracts for the purchase of all the common stock of another corporation (WBS) also engaged in some phases of the record business in which it was originally contemplated (American Record Corp.) would engage," the question arose whether Mr. Levy had the right to participate with CBS in the acquisition of the common stock of such corporation. Since continued ownership in the name of Mr. Levy "might present continued complications and difficulties in the future", upon mutual agreement on this point, CBS on Feb. 8 repurchased the stock for $112,500 and terminated the option.

Beneficial Holders' Profits

The SEC report, listing the beneficial holders of stock involved in the transaction, showed Edna Bortin and Stan Lee Broza each holding 100 shares, resold to CBS for $1,282.67, with a profit of $482.50 each; Leon Levy, for Robert Levy, his son, 3,267 shares, sold for $41,900.66, a profit of $15,767.33; Rita K. Levy, his wife, for herself and David Richard and Ann Frances Levy, her children, 3,267 shares, sold for $41,900.66, a profit of $15,767.33; Jacob Paley, a CBS director, 80 shares, sold for $640, the original purchase price; Samuel Paley, also a CBS director, 2,186 shares, sold for $17,493.33, the original purchase price, Remraf & Co., which is beneficially owned by Jacqueline Paley, daughter of Jacob Paley, 1,000 shares, sold for $8,000, the original purchase price.

Tintex Dyes on 29

PARK & TILFORD Co., New York, on April 10 started its spot campaign for Tintex dyes with an average of three spots weekly on the following list of stations: WBRC KLZ WSB WMBD WOWO WHO WHAS WWWL WCSH WOOD - WASH WEBC WTCN KMBC WOW WBEN WBT WADC WBNS WHIO KOMA WJAR WMC WLAC WBAP - WFAA KTSA KDYL WRVA WCHS WWVA. The account is placed by Chas. M. Storm Co., New York.

Daylight Saving Time

(Continued from page 28)

MAINE (Cont'd)

Saint Luce
Sanford
Scarboro Beach
Skowhegan
Soldier Pond
Solon
South Paris
Southport
South Windham
Steep Falls
Stockholm
Stratton
Thomaston
Van Buren
Waldoboro
Warren
Waterford
Waterville
Waukeag
Wells
Wells Beach
Westbrook
West Farmington
West Minot
Wilton
Winn
Winslow
Winterport
Winthrop
Wiscasset
Woodfords
Woodland
Woolwich
Yarmouth
York Harbor

(a) From April 23 to Oct. 15.
(b) From April 30 to Sept. 30.
(c) Starting April 23.
(d) Observed unofficially, starting April 23.

IDAHO

Kellogg
  (May 7-October 1)
Wallace

GEORGIA

Albany
Atlanta and surrounding towns.

CANADA

Aurora, Ont.
Beauharnois, Que.
  (May 1-Sept. 30)
Bowmanville, Ont.
Brampton, Ont.
*Burlington, Ont.
Chicoutimi, Que.
  (May 6-Sept. 30)
Coaticook, Que.
  (Apr. 29-Sept. 30)
*Cobourg, Ont.
Cooksville, Ont.
Cornwall, Ont.
Cowansville, Que.
Danville, Que.
Dartmouth, N. S.
  (May 6-Sept. 23)
Dolbeau, Que.
  (Apr. 23-Sept. 24)
Drummondville, Que.
*Dunville, Ont.
East Angus, Que.
Estevan, Sask.
  (C. S. T. all year)
Farnham, Que.
Fort Erie, Ont.
Gananoque, Ont.
Granby, Que.
Grand Mere, Que.
  (Apr. 30-Sept. 30)
Guelph, Ont.
  (Apr. 29-Sept. 4)
Halifax, N. S.
  (May 26-Sept. 24)
Hamilton, Ont.
  (Apr. 30-Sept. 10)
Hawkesbury, Ont.
  (Apr. 29-Sept. 30)
*Hull, Que.
Isle Maligne, Que.
Kingston, Ont.
Lachute, Ont.
Leaside, Ont.
Levis, Que.
Magog, Que.
*Matane, Que.
Metis Beach, Que.
  (May 1-Oct. 31)
*Moncton, N. B.
Montreal, Que.
Montreal West, Que.
Napanee, Ont.
  (July 1-Sept. 2)
Niagara Falls, Ont.
Oakville, Ont.
Orillia, Ont.
  (Apr. 29-Sept. 30)
Oshawa, Ont.
Ottawa, Ont.
*Peterboro, Ont.
Port Colborne, Ont.
Port Hope, Ont.
Quebec, Que.
Regina, Sask.
  (Apr. 9-Oct. 8)
Rimouski, Que.
St. Catharines, Que.
St. Hyacinthe, Que.
St. Jean, Que.
St. Jerome, Que.
St. John, N. B.
  (May 20-Sept. 23)
St. Johns, Que.
St. Lambert, Que.
Shawinigan Falls, Que
Sherbrooke, Que.
Sorel, Que.
Sudbury, Ont.
  (June 3-Sept. 2)
Thorold, Ont.
Three Rivers, Que.
*Timiskaming, Que.
Toronto, Ont.
Valleyfield, Que.
  (May 6-Sept.30)
Verdun, Que.
Victoriaville, Que.
Waterloo, Que.
Welland, Ont.
Westmount, Que.
Weston, Ont.
Weyburn, Sask.
  (May 1-Aug. 31)
Whitby, Ont.
Yorkton, Sask.

(C. S. T. all year)
*Definite dates not yet decided.

LABRADOR AND NEWFOUNDLAND

Daylight Saving from May 14 to Oct. 1.

IN EUROPE

Great Britain, Northern Ireland, Ireland (Eire) and the Channel Islands, from April 16 to Oct. 7.

France	from April 16 to October 8
Belgium	from April 16 to October 8
Netherlands	from May 15 to October 8
Portugal	Starts April 16; ends by proclamation.

SOUTH AMERICA

The Argentine Republic, from Nov. 1 until March 1, 1940.

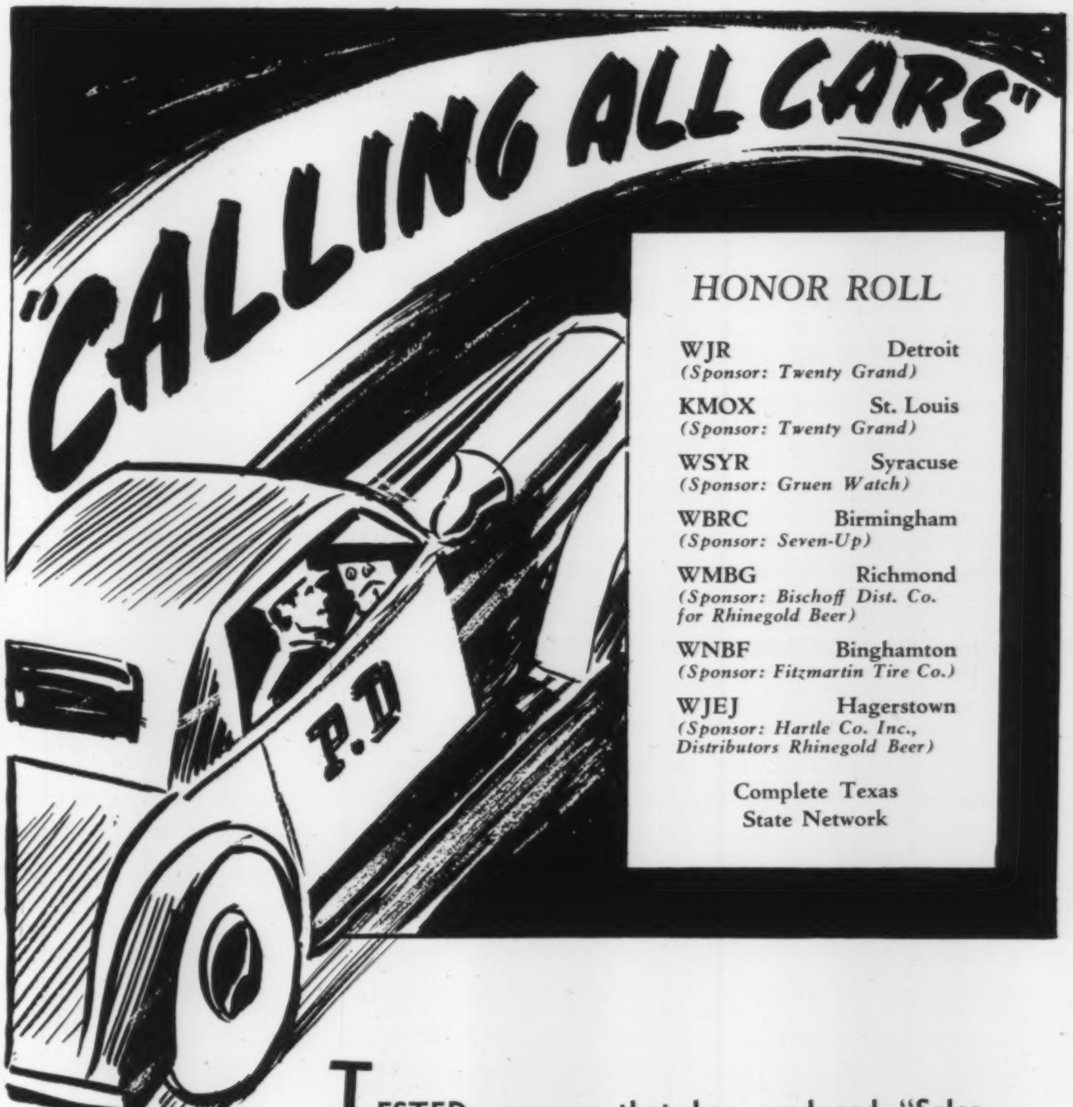
Falkland Islands, from Sept. 30 to March 23, 1940.

CENTRAL AMERICA

British Honduras, clocks advanced thirty minutes October 1 to continue until approximately Feb. 14, 1940.

MEXICO CITY, MEXICO

Daylight Saving Time throughout 1939. (Equivalent to Eastern Standard Time.)



HONOR ROLL

WJR Detroit
(Sponsor: Twenty Grand)

KMOX St. Louis
(Sponsor: Twenty Grand)

WSYR Syracuse
(Sponsor: Gruen Watch)

WBRC Birmingham
(Sponsor: Seven-Up)

WMBG Richmond
(Sponsor: Bischoff Dist. Co. for Rhinegold Beer)

WNBF Binghamton
(Sponsor: Fitzmartin Tire Co.)

WJEJ Hagerstown
(Sponsor: Hartle Co. Inc., Distributors Rhinegold Beer)

Complete Texas
State Network

TESTED program that has produced "Sales Results" for all types of sponsors in all kinds of markets explains why this public service program has consistently merited the outstanding ratings of "Crossley" and "Facts Consolidated."

You, too, like the above progressive stations with their prominent clients, can enjoy these same benefits by joining the "Calling All Cars" Honor Roll to successful sales.

TESTED RADIO FEATURES, Inc.
CHANIN BLDG. MU 5-3813 NEW YORK

WCKY

*POWERFUL AS ANY
IN THE ENTIRE U

AND IT W

*WILBEAS

XUM

NY RADIO STATION
NITED STATES . . .

L. B. Wilson

IT WON'T BE VERY LONG NOW !

XUM

THE *Business* OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WOR, Newark

River Bank Canning Co., New York, 5 *sp* weekly thru Commercial Radio Service Adv. Agency, N. Y.

Olson Rug Co., New York, 3 *sp* weekly thru Presba, Fellers & Presba, Chicago.

Howard Clothes, New York, weekly *sp*, thru Redfield-Johnstone, N. Y.

DeForest Training Inc., Chicago, weekly *sp*, thru Presba, Fellers & Presba, Chicago.

Gordon Baking Co., Detroit, weekly *sp*, thru Young & Rubicam, N. Y.

Refrigeration & Air Conditioning Institute, Chicago, 2 *sp* weekly thru James R. Lunke & Associates, Chicago.

Peter Paul Inc., Naugatuck, Conn. (candy, gum), 5 *sp* weekly, 52 weeks thru Platt-Forbes, N. Y.

Carnation Co., Milwaukee (milk), 3 *sp* weekly, thru Erwin, Wasey & Co., N. Y.

WTMJ, Milwaukee

Justrite Co., Milwaukee (pet food), 26 *sa*, thru Gustav Marx Agency, Milwaukee.

Procter & Gamble Co., Cincinnati (Crisco), 20 *sa* thru Compton Adv. Agency, N. Y.

Chris Hansen Laboratories, Little Falls, N. Y. (Junket products), 52 *ta*, thru Mitchell-Faust Adv. Co., Chicago.

General Motors Corp., Detroit (Oldsmobile), 26 *sa*, thru D. P. Brother & Co., Detroit.

Washington State Apples, Seattle, 26 *sa*, thru J. Walter Thompson Co., San Francisco.

Greeting Card Publishers, New York, 4 *sa*, thru Badger & Browning, N. Y.

KARK, Little Rock, Ark.

Lion Oil Refining Co., El Dorado, 4 *sp* daily, thru Radcliffe-Scott & Associates, Little Rock.

Utilities Engineering Institute, Chicago, 26 *sp*, thru First United Broadcasters, Chicago.

Industrial Training Corp., Chicago, 26 *sa*, thru James R. Lunke & Associates, Chicago.

KROW, Oakland, Calif.

B. F. Goodrich Co., Akron (tires), weekly *t*, thru Ruthrauff & Ryan, N. Y.

KGLO, Mason City, Ia.

E. I. Dupont de Nemours, Wilmington (Celo-Glass), 2 *sa* weekly, thru BBDO, N. Y.

Northwestern Bell Telephone Co., Des Moines, 4 *t* weekly, thru Coolidge Adv. Agency, Des Moines.

International Harvester Co., Chicago, 6 *sp* weekly, thru Aubrey, Moore & Wallace, Chicago.

Hamilton Seed & Coal Co., Cedar Rapids, Ia. (seeds), 6 *sa* weekly, thru Laidig Agency, Des Moines.

Jacob Schmidt Brewing Co., St. Paul, 3 *sa* weekly, direct.

American Corn Millers Federation, Chicago, 6 *sa* weekly, direct.

Nash Coffee Co., Minneapolis, 6 *t* weekly, thru Erwin Wasey & Co., Minneapolis.

Mullin Hybrid Corn Co., Corwith, Ia., 6 *sa* weekly, thru W. H. Milhaem Co., Des Moines.

WHK-WCLE, Cleveland

Crowell Pub. Co., New York (Women's Home Companion), weekly *sp*, thru McCann-Erickson, N. Y.

Scholl Mfg. Co., Chicago, 2 *sp* weekly, thru Presba, Fellers & Presba, Chicago.

Hartz Mountain Products, New York (bird seed), weekly *sp*, thru George H. Hartman Co., Chicago.

P. Lorillard Co., New York (tobacco), 7 *sp* weekly, thru Lennen & Mitchell, N. Y.

Wander Co., Chicago (Ovaltine), 41 *sa* weekly, thru Blackett-Sample-Hummert, Chicago.

Scholl Mfg., Chicago, 2 *sa* weekly, 1 *t* weekly, thru Presba, Fellers & Presba, Chicago.

Good Luck Food Co., Rochester, 5 *sa* weekly, thru Hughes, Wolff & Co., Rochester.

Feminine Products, New York (Arrid), 3 *ta* weekly, thru Street &

WKRC, Cincinnati

Wurlitzer Co., Cincinnati, 6 *sp* weekly, thru Schwimmer & Scott, Chicago.

Standard Oil Co. of Ohio, Cleveland, 2 *sp* daily, thru McCann-Erickson, Cleveland.

National Biscuit Co., New York, 5 *sa* weekly, 3 *sa* daily, 32 weeks, direct.

Royal Lace Paper Works, Brooklyn, 3 *sp* weekly, thru Lawrence C. Gumbinner, N. Y.

Banner Baking Co., Minneapolis, *sa* series, thru Campbell-Mithun, Minneapolis.

WMCA, New York

Scholl Mfg. Co., Chicago (foot remedies), 3 *sp* weekly, 13 weeks thru Presba, Fellers & Presba, Chicago.

Plant Growers Guild, New York, 28 *sa* weekly thru Moore & Hamm, N. Y.

Practical Aircraft & Diesel Training Corp., Detroit, 3 *sp* weekly thru Rickard, Mulberger & Hicks, Detroit.

Railway Express Co., New York, weekly *sa*, thru Caples Co., N. Y.

WQXR, New York

P. Lorillard Co., New York (Old Gold cigarettes), 100 *sa* weekly, thru Lennen & Mitchell, N. Y.

Railway Express Agency, New York, 3 *sa* weekly, thru Caples Co., N. Y.

Conti Products Corp., New York (shampoo), daily *sa*, thru Bermingham, Castleman & Pierce, N. Y.

Packard Motor Car Co., Detroit, 2 *sa* daily, thru Young & Rubicam, N. Y.

WEEI, Boston

Reid Murdoch & Co., Chicago (Monarch food), *sa* renewal, thru Rogers & Smith, Chicago.

Procter & Gamble, Cincinnati (Crisco), time signals, thru Compton Adv., N. Y.

KMA, Shenandoah, Ia.

Ambofa Products Co., Omaha (shaving cream), 52 *sa*, thru Driver & Co., Omaha.

Brooks Appliance Corp., Marshall, Mich. (trusses), 26 *sa*, thru Matteson-Fogarty-Jordan, Chicago.

Fairyfoot Product Co., Chicago, 12 *sa* weekly, thru Mason-Warner, Chicago.

Gooch Feed & Flour Mills, Lincoln, Neb., 78 *sa*, thru Potts-Turnbull, Kansas City.

International Harvester Co., Chicago (McCormick-Deering), 6 *sp* weekly, thru Aubrey, Moore & Wallace, Chicago.

Mikeolite Co., Kansas City, 12 *sa* weekly, thru Ferry-Hanly Co., Kansas City.

Neverlift Co., Chicago, 12 *sa* weekly, thru Coe, Guy & Walter, Chicago.

Northwestern Bell Telephone Co., Des Moines, 4 *t* weekly, thru Coolidge Adv. Co., Des Moines.

Royal 400 Oil Co., Fort Dodge, Ia., 156 *sa*, thru Fairall & Co., Des Moines.

Van Patten Pharmacal Co., Chicago (Allimim), 12 *sa* weekly, thru Neal Adv. Agency, Chicago.

Wincharger Corp., Sioux City, Ia., 12 *sa* weekly, thru E. H. Brown Adv. Agency, Chicago.

WGY, Schenectady

Arkansas Soft Pine Bureau, Little Rock, weekly *t*, thru Robert H. Brooks Agency, Little Rock.

Dryden & Palmer, Long Island City (Gravy Master), 2 *sa* weekly, thru Samuel E. Croot Agency, N. Y.

Waitt & Bond, Newark (Yankee cigars), 3 *sa* weekly, thru BBDO, N. Y.

WOAI, San Antonio

Stanco Inc., New York (Flit), 195 *sa*, thru McCann-Erickson, N. Y.

National Biscuit Co., New York, 195 *sa*, thru McCann-Erickson, N. Y.

Kraft Phenix Cheese Corp., Chicago (Parkay), 22 *sa*, thru Needham, Louis & Brorby, Chicago.

Webster Eisenlohr, New York (Tom Moore cigars), 2 *sp* weekly, thru N. W. Ayer & Son, Philadelphia.

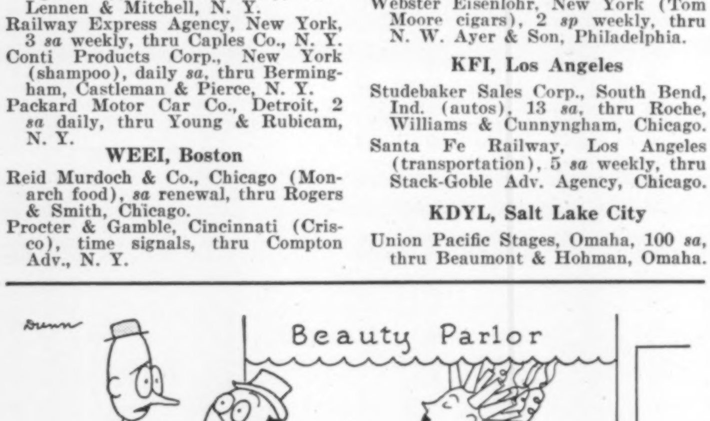
KFI, Los Angeles

Studebaker Sales Corp., South Bend, Ind. (autos), 13 *sa*, thru Roche, Williams & Cunnyngham, Chicago.

Santa Fe Railway, Los Angeles (transportation), 5 *sa* weekly, thru Stack-Goble Adv. Agency, Chicago.

KDYL, Salt Lake City

Union Pacific Stages, Omaha, 100 *sa*, thru Beaumont & Hohman, Omaha.



"That reminds me—I must renew on WRC"

Pd. Adv.

GOTHAM BASEBALL TO INCLUDE WNEW

ATLANTIC REFINING Co., Philadelphia, through N. W. Ayer & Son of that city, and General Mills, Minneapolis (Wheaties), through Blackett - Sample - Hummert, Chicago, have just signed with WNEW, New York, for the broadcast of all baseball games of the Newark Bears and the Jersey City Giants. WNEW is carrying the Newark Bears games for the sixth consecutive year, while this is the first year the station has broadcast the Jersey City Giants games, which were formerly heard on WHN, New York. Exact schedules have not been worked out as yet, except for April 20 as the starting date of the Newark Bears games. Earl Harper will announce.

On WSYR, Syracuse, Nick Stemmler will announce for General Mills and Atlantic Refining games of the Chiefs (International League), schedule not completed.

All announcers for General Mills in the East were to meet in New York April 15 for a two-day session under direction of Brad Robinson, manager of the New York office of Knox Reeves, agency in charge of all General Mills sports broadcasting. The Saturday meeting was to be devoted to general baseball announcing technique and the Sunday session to the handling of commercial announcements.

Gren Rand, assisted by Sherb Herrick, will announce the baseball broadcasts of the Albany Senators on WABY and WOKO, co-sponsored by General Mills and Atlantic Refining Co. Other announcers selected since the publication of the schedules in BROADCASTING for April 1, include: Garnett Marks, assisting Arch McDonald at WABC, New York; Al Helfer, assisting Red Barber at WOR and WHN, New York; Bill Slocum Jr., assisting Walter Johnson at WJSV, Washington; Lee Davis, announcing games on WCBM, Baltimore; A. B. Carroll, KFDM, Beaumont, Tex.; Jack Bridges, WALA, Mobile; Bob Lee, WTAD, Quincy, Ill.; Lee Davis, WCBM, Baltimore.

To Promote Seafood

NEWLY-organized Fishery Council of the New York and Middle-Atlantic Area, which has tentatively planned to inaugurate a $50,000 advertising and promotional campaign with the assistance of the Bureau of Markets, is planning extensive use of radio along with other media to promote the consumption of seafood, especially in the New York area. The Council is currently promoting seafood on the talks broadcast by Mrs. Gannett, food specialist, on WNYC, New York's municipal station, and is planning further promotion after interest has been aroused in producers of fish products, according to Frank W. Wilkisson, chairman of the New York committee.

For Towels Only

PARTICIPATION of Scott Paper Co. in the Yankee Network's *Marjorie Mills* program promotes only paper towels and does not include mention of Waldorf tissues, as stated in BROADCASTING April 1. According to John Shepard 3d, Yankee president, the contract was accepted with the definite provision that no mention would be made of tissue in any way.

Radio Advertisers

BANK OF AMERICA, San Francisco, with branches throughout California, recently launched a 13-week spot campaign, using 25 stations in California. Transcribed minute announcements, live spot announcements and two quarter-hour programs are being used. Some of the announcements are purely institutional, others call attention to the various services maintained by the banking institution and still others do direct selling. Account is handled by Charles R. Stuart Advertising Agency, San Francisco.

KYW, Philadelphia, to its *Home Forum* directed by Betty Park, has added the following participating sponsors: Philadelphia Electric Co. (public utility, electrical appliance division); S. C. Johnson & Co. (floor wax); Charles Taxin & Co. (fruits and produce).

CRACKER JACK Co., Chicago, on May 1 starts *Jolly Joe Kelly*, 15-minute six mornings weekly on WLS, that city. Rogers & Smith, Chicago, recently acquired the account.

WARREN WATKINS CANDY Co., Los Angeles, which announced a Pacific Coast regional spot campaign starting in late April, has postponed radio activities until fall. Firm had originally planned to use a twice weekly five minute transcribed program, *Listen & Learn*, placing through Cruger Radio Productions, Hollywood.

LYONS BEDDING Co., Toronto, has appointed Dickson & Ford, Toronto, to handle its radio advertising and currently is sponsoring the new weekly *Battle of Words* feature on CFRB, Toronto.

BIRELEY'S Inc., Hollywood, distributors of bottled orange and tomato juices, has appointed Raymond R. Morgan Co., that city, and is planning an intensive campaign to start June 1. Radio, along with newspapers will be used in selected markets. Dealer tie-in is planned. List of stations is now being made up.

THOMAS H. YOUNG, who has been engaged in sales, sales promotion and advertising work for the U. S. Rubber Co., New York, since 1916, has been made director of advertising for the company, succeeding Walter Emery, appointed economist.

HAMBLYN & METCALF, Kitchener, Ont. (chocolates), have started a twice-weekly test transcription campaign on CFRB, Toronto, through All-Canada Radio Facilities, Toronto.

COCA-COLA BOTTLING Co., Asheville, N. C., is sponsoring play-by-play broadcasts of Asheville Tourists games in the Piedmont League this season on WWNC, Asheville.

GREAT WESTERN GARMENT Co., Edmonton, Alta. (work and sport clothes), in the autumn starts *Lone Ranger* on 10 stations in British Columbia, Alberta and Saskatchewan. Account will be placed through CJCA, Edmonton, and All-Canada Radio Facilities, Calgary, Alta.

America's 4th Market
KEHE
780 Kc
is GOOD Insurance
in Los Angeles
Buy Us TOO and
INSURE Your RESULTS!
MINIMUM EXTRA COST
MAXIMUM EXTRA RESULTS

AFFIXING the usual symbol on the customary line is R. C. Bowen, president of Bowen Motor Coaches, with Temple Bowen (right), vice-president, at his side. Mr. Bowen's signature completed negotiations with Harold Hough (left), manager of KGCO and WBAP, Fort Worth, for the new *News & Interviews* program announced by Porter Randall (beside Mr. Hough). The contract, handled direct, calls for five weekly evening quarter-hour newscasts.

EASTERN WINE Corp., New York (Chateau Martin wines), has expanded its radio campaign with an additional series of programs heard on WNEW, New York, on a 52-week contract starting April 10. The campaign includes six quarter-hours news programs a week, three 15-minute musical programs, participation in *Dance Parade* and Stan Shaw's *Milkman's Matinee*, and spot announcements. Firm recently began a series of programs and announcements on WHN, and the test brought a decision for further expansion of radio advertising. Plans are under way to add other stations in this and other markets. Austin & Spector Co., N. Y., is agency.

H. KAYE Co., Trenton, Ont. (sport clothes), on April 1 started a series of live and transcribed dramatized spot announcements on CKCO, Ottawa; CFPL, London, Ont.; CKSO, Sudbury, Ont. McConnel Eastman & Co., Toronto, placed the account.

TAYSTEE BREAD Co., Detroit, will sponsor *Smilin' Ed McConnell* in person thrice-weekly for 13 weeks, starting May 1, on WJR, Detroit, to be heard Mon., Wed., Fri., 1-1:15 p. m. Campbell-Mithun Inc., Minneapolis, handles the account.

HUDE TOBACCO Co. has purchased the *K-7* transcribed series produced jointly by NBC and Heffelfinger Radio Productions, New York, for sponsorship on 10 NBC stations. Account is handled by Whitehall Broadcasting Co., Montreal.

NORTH AMERICAN Accident Insurance Co., Newark, has renewed its contract with KPO, San Francisco, for sponsorship of *A Reporter Speaks*.

Magic Key Replacement Being Planned by RCA

PLANS to replace the *Magic Key of RCA* series of institutional programs with a different type of broadcast having a direct sales appeal are under consideration at RCA, which has sponsored the Sunday afternoon *Magic Key* series for the past 3½ years. "Because it is felt that it has achieved its objectives" this program "will soon be retired from the air," says NBC's announcement. Date of retirement was not announced but it is expected to be about the end of April. New series, it is said, will start as soon as a suitable program can be developed, probably early next fall.

This summer lay-off of RCA was said to have met with strong opposition from NBC sales executives who pointed out the difficulty in keeping other advertisers on the air through the summer if the parent company went off, the plea being unsuccessful in the face of RCA's counter argument that expense of its World's Fair exhibits on both Coasts necessitates a reduction in other advertising.

PATHE has just released a new one-reel show titled "Air Waves" which was filmed in the NBC Radio City studios and includes a summary of the building of a program.

A
FAIR WORLD
IN ITSELF
WHOM
JOSEPH LANG, *Manager*
New York City's people are one-third foreign born, one-third children of foreign born parents. WHOM is essential to coverage of the New York Market!
Full-time foreign language programs in New York area.
Italian *German*
Polish *Yiddish*
5,000,000 POTENTIAL AUDIENCE

IT MAY
BE
SPRING
But we're not day-dreaming when we say that KRIC has . . .
65%
Of all LOCAL commercial programs broadcast in the Sabine-Neches area. Oh yes . . . and the Network percentage is even higher in our favor. You'd like to know why so . . .
ASK
KELLY-SMITH
New York - Chicago
Detroit - Atlanta
They know that KRIC has TWO-HUNDRED AND FIFTY THOUSAND potential fans in one of the richest markets in the Southwest. Call them up and rain or shine . . . they'll be there.
KRIC
Beaumont, Texas
Mutual and Texas State

It Speaks Their Language

CKAC

MONTREAL

- It takes **three** radio theatres to accommodate all the enthusiastic Montrealers who care to see CKAC's live shows each week.
- This popularity is easily explained:

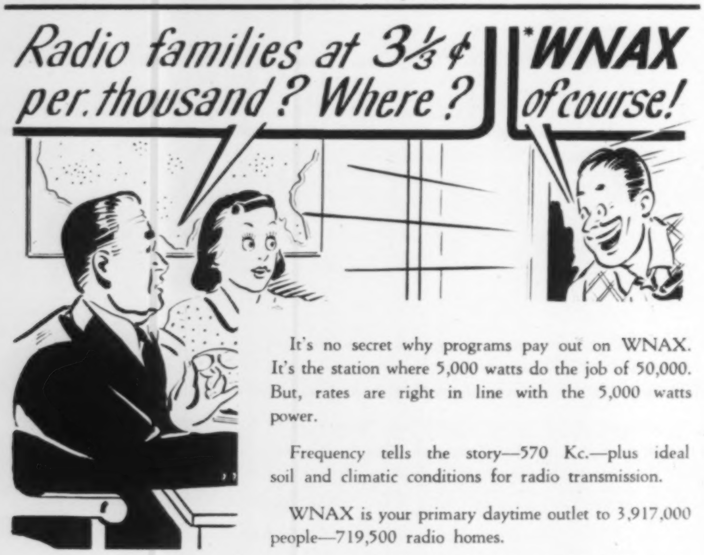
1. Three-quarters of Montreal's population speak French
2. CKAC speaks French

Canada's Busiest Station

Johnson's Wax Renews As Radio Boosts Sales

WHEN *Fibber McGee & Co.* presented its 200th broadcast for S. C. Johnson & Son on April 11, officials of the company reviewed the four-year success of the program. The firm's radio budget for 1939 tops $800,000 and the program was recently renewed for 52 weeks on a combined NBC-Red and CBC network of 103 stations. In Mid-April the network was supplemented with a short spot campaign for Glo-coat self-polishing wax, using a varying schedule of one-minute and 100-word announcements on WJZ WGY WWNC WTAM WBNS KYW KDKA WNOX KTSM WCHS KOA WRC WMAQ WGBF WOWO WBOW WMT KSCJ WIBW WBZ-WBZA WJR KSTP KSD KWTO.

A 50% increase in the sponsor's business has occurred since *Fibber McGee* went on the air in 1935, according to Jack Louis, of Needham, Louis & Brorby, Chicago agency handling the account. Having reversed the conventional advertising approach used for other household products, the network show features light, humorous commercials that add to the show's entertainment by being entertaining in themselves. The program was not an instant success, Mr. Louis said, but has offered such mass appeal that a recent survey made by C. E. Hooper Inc. shows *Fibber McGee* second to *Jack Benny* in half-hour shows, fourth in popularity among all radio programs.


Radio families at 3⅓¢ per.thousand? Where?
*WNAX of course!

It's no secret why programs pay out on WNAX. It's the station where 5,000 watts do the job of 50,000. But, rates are right in line with the 5,000 watts power.

Frequency tells the story—570 Kc.—plus ideal soil and climatic conditions for radio transmission.

WNAX is your primary daytime outlet to 3,917,000 people—719,500 radio homes.

Those people—in five states—Iowa, Nebraska, Minnesota, North and South Dakota—last year spent $891,466,000 for the things you're trying to sell.

WNAX rates enable you to buy these 719,500 radio families for as little as 3 1/3 cents per thousand. You ask how? Just drop us a line, or call your nearest Katz Agency office.

** And, of course, you can buy WNAX in combination with the Iowa Network at an exceptionally low rate.*

WNAX YANKTON, S.D. • 570 Kilocycles • CBS
5000 WATTS L.S. • 1000 WATTS NIGHT
Represented by THE KATZ AGENCY
Key to a 5-STATE, $900,000,000 MARKET in the MIDWEST

CBS Profits Cut

(*Continued from page 34*)

information and discussion in this country. Referring to the FCC's network inquiry, he states:

"This is the first comprehensive presentation of modern radio chain broadcasting service which has ever been put on public record. It is our belief that this record of testimony and exhibits will do much to inform, enlighten and interest people in this business. It is also our belief that Columbia's presentation showed that we operate with a high sense of public responsibility; that this method of operation represents the soundest way in which current high standards of sustaining and sponsored programs can be maintained and improved, and that the diversified programs available to the American people as a result of our operations are impressively extensive."

Pledge of Fairness

Mr. Paley reiterated his statement of a year ago, that Columbia "has pledged itself not only to freedom of the air, but to non-partisanship and fairness of the air."

"So far as Government is concerned," he added, "we hold the view that apart from the legislation and regulation to which business in general is subjected, special broadcasting regulation is necessary at all only because, the number of stations in the broadcasting band being limited, interference should be prevented, and that such special regulation should be confined to the field of the physical aspects of radio. The public is our best censor. Competition is our best stimulus to higher standards. And it is through network broadcasting that radio is enabled to perform some of its most valuable functions most effectively."

The CBS consolidated profit and loss and earned surplus account for 1938 was as follows:

Gross income from sale of facilities, talent and lines		$32,662,992.80
Less — Time discount and agency commissions		9,597,398.91
		$23,065,593.89
Deduct:		
Operating expenses	$12,689,415.98	
Selling, general and administrative expenses	5,563,476.71	
		18,252,892.69
Net income for the year before interest, depreciation, Federal income taxes and miscellaneous income		$ 4,812,701.20
Less:		
Interest	$ 49,664.92	
Depreciation	593,066.12	
Federal income taxes	767,870.76	
		1,410,601.80
		$ 3,402,099.40
Add — Miscellaneous income (net) including interest, discount, dividends, profit and loss on sale of securities		139,641.50
Net Profit for the Year		$ 3,541,740.90
Earned Surplus at Jan. 1, 1938		4,884,593.28
		$ 8,426,334.18
Deduct—Dividends (cash)		2,135,006.45
Earned Surplus at Dec. 31, 1938, per Balance Sheet		$ 6,291,327.73

NOTE—The equity in the undistributed earnings of controlled subsidiary companies not consolidated as at December 31, 1938, in the amount of approximately $123,000.00 is not included in the above accounts.

AGENCY Appointments

CHARM PRODUCTS Inc., Los Angeles (Carlyle cosmetics), to BBDO, Hollywood, using five-weekly participation in the Bridge Club on KFI, Los Angeles.

RU-MARI Co., Hollywood (proprietary), to Howard Ray Adv. Agency, Los Angeles. Radio planned.

INSKEEP PRODUCTS Co., Huntington Park, Cal. (ice cream mix), to Ivar F. Wallin Jr. & Staff, Los Angeles, and on March 27 started for 13 weeks six-weekly participation in combined *Sunrise Salute* and *Housewives Protective League* on KNX, Hollywood.

LADY ESTHER Co., Chicago (cosmetics), to Pedlar & Ryan, N. Y.

G. KRUEGER BREWING Co., Newark, to Warwick & Legler, New York, effective May 1.

E. J. HERTER Co., New York, to Frank Best & Co., New York, to handle radio, newspaper and magazine advertising of Castle Bread, a Swedish product. No plans have been made as yet.

H. C. BRILL Co., Newark, to W. I. Tracy, New York, for newspaper and radio advertising of E-Zee Freeze ice cream mix and Brill's spaghetti sauce.

OLYMPIC OYSTER GROWERS' Assn., Portland, Ore., to Botsford, Constantine & Gardner, Portland.

FALSTAFF BREWING Co., St. Louis, to Sherman K. Ellis Co., Chicago.

ROMA WINE Co., Lodi, Cal., to Anderson, Davis & Platt, N. Y. (Eastern advertising).

PINE BROS., Philadelphia (glycerine tablets), reported in April 1 issue of BROADCASTING as having placed its advertising account with McKee & Albright, Philadelphia, actually has had its account with that agency since 1933.

Chicago Campaign

CHICAGO Association of Commerce has announced the launching of a campaign to raise a $250,000 advertising fund, to be expended for radio, newspaper and magazine exploitation of Chicago's advantages as a vacation center and sports capital. Oscar G. Mayer, president of the association, announced the appointment of Charles Daniel Frey Co., Chicago agency, to handle the campaign, which it is hoped can be started shortly after July 1.

Household Tie-ins

HOUSEHOLD FINANCE Co., Chicago, has started weekly tie-in announcements on the 28 CBS stations broadcasting *It Can Be Done*, Wednesday, 9:30-10 p. m. (CST), including WABC WOKO WEEI WKBW WBBM KRNT WJR WDRC WFBM KMBC WHAS WCAU WJAS WPRO KMOX WFBL WBNS WHIO WHEC WORC WNBF WMAS WIBX WCHS WOC WKRC WCAO. BBDO, Chicago, handles the account.

MAKING BETTER AMERICANS . . .

There's showmanship in our foreign language programs. And more. There's an Americanization message that builds sincere loyalty. Do Chicago's foreign-speaking Americans (more than 2½ million of them) know YOUR products?

WGES is first in English programs, too!

WGES

In The Heart of Chicago

TRANSCRIPTIONS

DAVIS & SCHWEGLER, Los Angeles, producers of tax-free music and transcriptions, has established New York offices at 545 Fifth Ave., with Dorsey Owings as manager. Carl Haverlin, general manager, was in New York in early April for the opening. The firm has devised a multiple-colored speed-action index file for transcriptions and programs which is being sent to its library subscribers.

NEW subscribers to NBC's *Thesaurus* transcription library service include WILM, Wilmington, Del.; WKZO, Kalamazoo; WBCM, Bay City, Mich.

DAVID S. BALLOU Productions, Hollywood, has acquired from National Radio Adv. Agency, that city, the exclusive Western sales rights to the transcribed juvenile adventure serial, *Speed Gibson*.

JAMES ALLEN has joined Aerogram Corp., Hollywood transcription concern, to promote sales and handle production. He was formerly a partner in Alsop Radio Recording Corp., and Allen - Alsop - Eddy Radio Recording Corp., New York.

BILL MILLER, formerly first saxaphonist with Paul Pendarvis orchestra, and his brother Ross Miller, have established a recording and radio business at 445 S. La Cienega Blvd., Los Angeles, under the firm name of Miller Bros. Firm will engage in all types of sound and recording work and is new installing transcription equipment.

HALL-BLOUNT Radio Productions Inc., has been organized with headquarters at 1441 N. McCadden Place, Hollywood. The firm will produce and transcribe programs, having installed recording equipment under supervision of F. H. Fodor, chief engineer. Betty Blount is president and Robert H. Hall, vice-president. Kenneth Smith is station relations and sales manager.

WCSC, Charleston, S. C., and KHUB, Watsonville, Cal., are recent additions to the subscribers to World program service.

A NEW program, titled *Aireel*, has been announced by T. W. Radio Productions, New York, which will offer it to stations on an exclusive basis. Program, a twice-weekly transcribed feature, will be similar to motion picture newsreels, presenting a review of news highlights described by well known commentators. T. W. Radio Productions is the producer of *White Banners*, radio version of the novel of that name, and has a broadcast version of *Magnificent Obsession*, another novel by the same author, in preparation.

DUANE M. DAVIS, manager of the transcription department of Musicraft Records Inc., New York, has taken charge of distribution of the firm's Duralite recording blanks used for its own masters during the last year but now available for sale.

MAKING a preliminary script on a new Presto Recorder are S. J. Andrews, radio director, and Carolyn Allen, both of Fuller & Smith & Ross, Westinghouse E. & M. Co. agency. Ralph C. Powell, Presto Recording Corp. sales manager, officiates at the machine, the new Model G portable designed for use for orchestras and entertainers, as well for sales executives and speakers wishing to use it for rehearsal and playback. Fuller & Smith & Ross has adopted the routine for submission of voice copy to clients, Mr. Andrews says, and it simplifies improvement and approval of final radio scripts.

Gospel Singer Discs

PROCTOR & GAMBLE Co., Cincinnati (Fluffo), on April 2 started *The Gospel Singer* via transcription on three Southern stations, WBT, WOAI and KVOO, and by April 16 will have added to the list WIS, WGST, WKY, WFAA, WRVA, WTAR, WMAZ, WJDX and KNOW. The usual five-times-weekly broadcasts of this program will continue on a split NBC Red and Blue network 9:45-10 a. m., while the Southern stations will broadcast the program Sundays and Thursdays only. Compton Adv., New York, handles the account.

Apple Campaign

WASHINGTON State Apple Adv. Commission, Wenatchee, Wash. on April 5 launched a special radio campaign for two weeks on 22 stations in the East, Midwest and South in behalf of Newtown and Winesap apples. Fifty-word daytime spot announcements are being used during the campaign. Account is handled by J. Walter Thompson Co., San Francisco.

IMPERIAL TOBACCO Co., Montreal, recently ordered 25 more transcriptions of the *Light Up & Listen* series, produced by NBC transcription department to be broadcast on Canadian stations, placed through Whitehall Broadcasting Co., Montreal.

Long-Term AMP License Signed by Texas Network

A LONG-TERM licensing agreement, effective April 1, has been signed between Elliott Roosevelt, representing the 23 stations of the Texas State Network, and the Associated Music Publishers, owner of performance rights in the symphonic and concert works of a large group of leading publishers, both domestic and foreign. According to Robert S. Keller of the AMP, the agreement has no strings attached in the way of a "restrict list" or "grand right" assessments and gives each station full authority to originate locally and to its network and to rebroadcast TSN and MBS programs containing AMP copyrights.

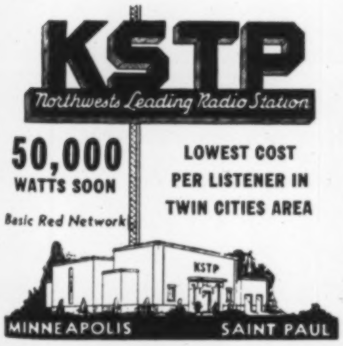
Each station "gets a clean bill of health on past infringements" and receives a generous supply of complimentary music, Mr. Keller said. AMP is the only large music licensing organization actually owning its own copyrights, which fact exempts it from anti-ASCAP legislation operating in certain States and pending in others.

N. C. Recording Law

FOLLOWING the lead of its sister state of South Carolina, the North Carolina Legislature has passed a bill which openly permits performance of phonograph records and transcriptions without payment of royalties under purported common law copyright. The bill, already signed by Governor Hoey, eliminates common law rights to restrict or collect royalties on commercial recorded performances by phonograph record or transcriptions when they have been sold in commerce. It was aimed particularly at activities of such groups as the National Association of Performing Artists, which seeks to collect royalties on phonograph recordings.

Royal Lace Series

ROYAL LACE PAPER WORKS, Brooklyn, has been running a 13-week campaign which will end the latter part of April of five-minute transcriptions to promote Roylies on the following list of 12 stations: WGN, WKRC, WBNS, WHIO, WWJ, WOWO, WFBM, WAVE, WHK, KRNT, WISN and KSTP. Lawrence C. Gumbinner Agency, New York, placed the account.


KSTP
Northwest's Leading Radio Station
50,000 WATTS SOON
LOWEST COST PER LISTENER IN TWIN CITIES AREA
Basic Red Network
KSTP
MINNEAPOLIS
SAINT PAUL

Quiet Cutting—

MUSICRAFT RECORDS INC., N.Y.C.
DURALITE

DURALITE
RECORDING BLANKS
Write for
"REMEDIES FOR CUTTING DIFFICULTIES"

MUSICRAFT RECORDS INC. 8 WEST 47th ST. NEW YORK

"PAUSE *for* Station Announcement"

"Ladies and gentlemen of the Broadcasting audience, we pause briefly in this semi-monthly survey of the radio world to introduce one of the question-and-answer games now so popular on the air. These questions are very easily answered by WBIG's merchandising department.

Question: What nationally known watch sells 5 to 1 in WBIG's area? Why?

Question: What brand of ice cream received 3,000 orders for special Thanksgiving novelties? Why?

Question: What bakery has doubled its capacity in the past six months, in WBIG's area? Why?

Question: What dairy has consistently advertised its milk products through WBIG and is now branching out in new fields? Why?

Question: What famous soft-drink has consistently advertised over WBIG for eight years? . . . What dry cleaning plant?

Question: What firm is building the biggest department store in North Carolina, and do they use radio regularly? And how!

The sales and merchandising departments of WBIG, in Greensboro, will gladly give you the answers to the above questions, and they can also tell you the name of the radio station that carries advertising for seven different tobacco markets in season. As you probably suspect, all of the firms are—and have been for years—regular clients of WBIG, and there are many more success stories!

This metropolitan district of North Carolina has more radio sets, more automobile registrations, and is the richest and most populous section of the South!

Write for COLD FACTS about

WBIG

We return you now to the editorial pages of BROADCASTING for the latest news of radio and radio people.

Edney Ridge, speaking . . ."

WBIG CBS

ALWAYS A GOOD SHOW!

WBIG GREENSBORO NORTH CAROLINA
EDNEY RIDGE
DIRECTOR
George P. Hollingbery Co. *Nat'l Reps.*

FTC Stipulations

THE Federal Trade Commission has ordered Allen B. Wrisley Co., also trading as Regal Soap Co., Chicago, to cease certain claims regarding the olive oil content of its product. The Commission has received stipulations from the following firms which agree to revise certain advertising claims: Varady Inc., Chicago; Richard Hudnut, New York; Ralston Purina Co., Purina Mills, St. Louis; Standard Chemical Mfg. Co., Omaha; Pennsylvania Salt Mfg. Co., Philadelphia. Fels & Co., Philadelphia, has been charged with making false claims on behalf of its soap chips.

CAL AUSTIN, formerly of NBC-Chicago and more recently of Blackett-Sample-Hummert, that city, has joined Stack-Goble Adv. Agency, Chicago.

WTAG
WORCESTER, MASS.
The buying strength of a steadily employed region, all harnessed for you.

NBC BASIC RED NETWORK
WEED and CO.
National Representative

Roberts to B-S-H

HARLOW P. ROBERTS, former sales manager of Pepsodent Co. and more recently advertising manager of Purity Bakeries, Chicago, has been named head of the radio contract department and station relations of Blackett-Sample-Hummert, Chicago. Mr. Roberts was advertising manager of Pepsodent from 1922 to 1927, sales manager from 1927 through 1936. He estimates that during his advertising career he has placed $40,000,000 in advertising of which nine millions was expended for radio time. Among his radio contracts have been *Amos 'n' Andy, The Goldbergs, Frank Buck, Eddie Duchin, Al Pearce & His Gang*. Mr. Roberts was graduated from Wisconsin U in 1917. Miss Alice Shepherd, formerly of Press Radio Features, Chicago, has been named secretary to Mr. Roberts. Jack W. Laemmar and Gene Fromherz, it was announced, will remain as time-buyers in the B-S-H radio department.

Mr. Roberts

Mission Dry Discs

MISSION DRY Corp., Los Angeles (bottled orangeade), has cut a series of 10 one-minute dramatized transcriptions at C. P. MacGregor, Hollywood recording studios, which are being distributed to Mission Orange bottlers nationally in a summer campaign. Agency is The McCarty Co., Los Angeles.

McCann-Erickson Move

McCANN-ERICKSON, New York, advertising agency, has leased the 11th, 12th and 13th floors of the Associated Press Bldg. 50 Rockefeller Plaza, with plans to move from present headquarters at 285 Madison Ave. soon after June 15. The new offices will include, in addition to office facilities for 300 employes, three conference rooms, an art gallery, and a radio audition room. The agency will erect on the 12th floor a retail store window for window displays and sales promotion material.

Ayer Expands in N. Y.

NEW YORK headquarters of N. W. Ayer & Son, within the next 60 to 90 days, will be moved to the 11th floor of the RCA Bldg., Rockefeller Center, with an expansion of office facilities to include departments of service, radio production and programming, publicity, and all other related functions. A suite of studios with comprehensive radio equipment will be installed in the new offices so programs may be produced directly from the agency. Executives in charge will include Gerold M. Lauck, executive vice-president; Edward R. Dunning, John B. Hunter, Frank J. Zink, vice-presidents; Warner S. Shelly, vice-president in charge of service in the New York office, and Harold L. McClinton, vice-president in charge of radio production.

'Voice of the Spindles'

WITH Pat McSwain as manager, the new WGNC, Gastonia, N. C., 100 watts night and 250 day on 1420 kc., went on the air in March on full schedule. Mr. McSwain formerly was with WSPA, Spartanburg, S. C. Commercial manager is Frank Abernathy, new to radio. Program director is Grady Newman, formerly of WNOX, Knoxville, and announcers are Earl Holder, formerly of WSTP, Salisbury, N. C.; Howard Turner, formerly of WSOC, Charlotte, and Richard Gray. Clarence Moore, formerly of WSPA, is chief engineer with William C. Groves, Norman Edwards and Vernon Upton Jr. as operators. The station is equipped with a Collins transmitter, and is licensed to F. C. Todd, dealer in textile machinery and supplies, who has designated it as "The Voice of the Spindles".

Agencies

WILLIAM BAKER, vice-president of Benton & Bowles and J. K. Evans, General Foods Corp. vice-president in charge of sales on Maxwell House coffee, both of New York, were in Hollywood during early April to check on the NBC *Good News* program sponsored by the latter firm. Future radio plans for the Maxwell House coffee account were not revealed, but it is understood that a summer show will replace the present series, which ends in June.

HARRY J. WENDLAND, formerly account executive of Crundall & Lester Adv. Co., Los Angeles, has joined Howard Ray Adv. Agency, that city.

WILLIAM KEARNS, formerly of Blackett-Sample-Hummert Inc., Chicago, has joined H. W. Kastor & Sons Adv. Co., that city, as account executive for Procter & Gamble's Teel.

WALTER RAITHEL, formerly of J. Roland Kay, Chicago export advertising firm, has joined the copy department of Schwimmer & Scott, Chicago.

DICKSON FORD is the new name of the former Radio Publicity & Advertising Agency, Toronto. Rolly Ford, former public relations director of CJOR, Vancouver, is a new member of the firm. The other principal is Roy Ward Dickson. The agency specializes in radio production.

DR. EDWARD L. LLOYD, former chief of the Market Data Section of the Bureau of Foreign & Domestic Commerce, has joined A. C. Nielsen Co., Chicago market research firm whose activities include a radio index based on audimeters.

KENNETH MACGREGOR, Benton & Bowles, producer, after several months in Hollywood, has returned to the New York office.

LOUIS DEGARMO has resigned as president and director of Fulton, deGarmo & Ellis, New York, to establish his own advertising agency later this spring.

ED HELWICK has been transferred from New York to the Hollywood script staff of J. Walter Thompson Co.

JACK LAWSON, radio publicity writer of Shattuck & Ettinger, Beverly Hills, Cal., agency, is the father of a boy, born March 26.

WM. B. MAILLEFERT, radio time salesman at Compton Adv., New York, on April 3 married Cathryn Joughin.

BARBARA WINTHROP, formerly of KTRH, Houston, and more recently of KMBC, Kansas City, where she produced the *KMBC Magazine of the Air*, has joined the radio department of Rogers & Smith, Chicago.

Sorensen Takes Bowey's

ROY A. SORENSEN, formerly of Stack-Goble Adv. Agency, Chicago, has formed his own agency under the name of Sorensen & Co., Palmolive Bldg., Chicago; telephone: Delaware 5030. Among the new firm's accounts is Bowey's Inc., Chicago (Dari-Rich) which is changing from the juvenile to the adult appeal in its broadcast advertising for its chocolate milk drink. Company is temporarily off the air since the conclusion March 22 of its children's serial, *Terry and the Pirates*, on NBC-Blue, but on June 4 it will start *Swing Newsreel* as a half-hour Sunday program on 33 CBS stations. Program will be broadcast at 11 a. m. (EDST) with a rebroadcast for five western stations at 2:30 p. m. (EDST) until Oct. 8. Beginning Oct. 15, it will be heard on all stations at 2:30 p. m. (EST).

To Serve You Better

J. F. Johns

Harlan Oakes

These two old friends of hundreds of agencies and advertisers are now associated with the Howard H. Wilson Co. Increased business made it necessary that we find two men with long-established records for personalized service and results. We found them!

J. F. Johns—with an enviable 12-year record as representative for farm papers, radio stations, newspapers and national magazines.

Harlan Oakes—former Chicago manager for national radio representatives. Seven year's background of specialized radio sales and production.

HOWARD H. WILSON CO.
Radio Station Representatives
Chicago New York Kansas City

COME AND GET IT!

A ready-made audience with a constant supply of ready cash is the golden combination offered you on WAIR. If it's volume you want—it's here! Come and get it!

WAIR
Winston-Salem, North Carolina
National Representatives
Sears & Ayer

XUM

Petry Appoints Kercher To Head St. Louis Office

GEORGE A. KERCHER, for six six years of the Chicago office of Edward Petry & Co., has been named manager of that company's St. Louis office which will be opened May 1. Mr. Kercher started in radio as an announcer on WBBM, Chicago, and later worked in the press department of NBC-Chicago. In 1932, he was in charge of radio for the Republican National Committee in Chicago. He joined Edward Petry & Co. in January of 1933 when Edward E. Voynow opened the firm's Chicago office. A 1924 graduate of James Milikin U., Decatur, Ill., he is a member of Sigma Alpha fraternity.

Mr. Kercher

In announcing the appointment, Mr. Petry said, "Advertisers in the St. Louis area have been increasing their use of spot radio in the past twelve months, making it advisable to provide a regional office to expedite and facilitate the service to these accounts." The address of the new St. Louis office had not been determined as BROADCASTING went to press.

CBS Names Moskovics

GEORGE L. MOSKOVICS has taken over the duties of sales promotion manager of the CBS Pacific network, a newly-created post. Headquartered in Hollywood, he will also continue as Radio Sales representative for the eastern CBS owned and operated stations, according to Donald W. Thornburgh, Pacific Coast vice-president of the network. On KNX, Hollywood, national spot business continues under direction of Harry W. Witt, sales manager of that station, assisted by Roger K. Houston. E. W. Buckalew continues as sales promotion manager of KNX. Oscar Reichenbach, for six months assigned to promotion work in the CBS San Francisco offices, has returned to the Hollywood staff. William Anderson has resigned from the KNX sales promotion department to become sales promotion director of KOMA, Oklahoma City.

All-Nu Wax Test

HOLLINGSHEAD Corp., Camden, N. J. (All-Nu Floor Wax), on April 10 started a ten-week test campaign of five spots weekly on WNEW, New York, and seven spots weekly on WEVD, New York. Plans are now being made to extend the campaign to Philadelphia and ten stations in New England before May 1. Ted Nelson, New York, handles the radio advertising for the account.

Soap Firm Testing

DR. W. J. ROSS Co., Los Alamitos, Cal., (Silver Foam Granulated Soap), in a four-week test started April 3, is using a six-weekly quarter-hour program, *Stu Wilson's Waker Upper*, on KFWB, Hollywood. A regional campaign is being planned following the test. Howard Ray Adv. Agency, Los Angeles, has the account.

Reps

J. FRANK JOHNS, of the Chicago staff of Free & Peters Inc. for the last four and a half years, has joined the Chicago office of Howard Wilson Co., national representatives. Prior to joining Free & Peters Inc., Mr. Johns was associated with the *Chicago Tribune, St. Paul Daily News, Chicago Daily News*, Associated Farm Papers, Hearst papers, Macfadden Publications Inc.

PAUL F. ADLER, formerly salesman for Craig & Hollingbery (now George P. Hollingbery Co.), account executive for J. P. Muller Agency, and space salesman for WMCA, New York, has been appointed manager of the New York office of Sears & Ayer, station representatives. New offices have been opened at 565 Fifth Ave. Phone number is PLaza 8-1312.

WTNJ, Trenton, N. J., has opened a New York office at 545 Fifth Ave., with George H. Field in charge. Mr. Field was formerly with Langlois & Wentworth and was eastern manager of the Radio Transcription Co. of America. Phone number of the new office is Murray Hill 2-3376.

LEO FITZPATRICK, executive vice-president of WJR, Detroit; WGAR, Cleveland, and KMPC, Beverly Hills, announced on April 8 an extension of contract with Edward Petry & Co. as national sales representatives to silence rumors that a change would be made.

RAY LINTON, station representative who recently returned from a four-month trip to South America where he studied radio conditions, has opened a new representative firm at 360 N. Michigan; phone: Franklin 1008.

WTAG, Worcester, Mass., has appointed Edward Petry & Co. as its station representative, effective immediately.

GENE FURGASON Co., national representative firm, announces its appointment as representative of WIND, Gary, Ind., exclusive of the Chicago area.

WEBR, Buffalo, has announced the appointment of Weed & Co. as national sales representatives.

WILLIAM G. RAMBEAU Co., national representative firm, has moved its Chicago office to 360 N. Michigan Ave.; phone: Andover 5566.

AP Serves Two More

WQXR and WBNX, New York, on April 1 began broadcasting twice-daily periods of news supplied them by the Associated Press. AP news is broadcast on WQXR at 8:55 a. m. and 6:25 p. m. and on WBNX at 9:25 a. m. and 5:55 p. m., in addition to special bulletins which are broadcast when received. Arrangements between stations and the press association are the same as those previously made by AP with NBC and WOR—that the news shall be broadcast as a sustaining feature only, with a credit line telling listeners to read their Associated Press newspaper for further details. News is furnished without charge to the stations, which pay only for the actual cost of the transmission from the news agency to their studios.

KMBC, Kansas City, has contracted with Columbia Artists Bureau to handle its national program sales in New York and Hollywood. George E. Halley will continue as director of KMBC national program sales, covering the Midwest with headquarters in Chicago.

THE MEASURING STICK
of Cleveland's Radio Audience

For six years now, The United Broadcasting Co. has enjoyed exclusive rights to the play-by-play broadcasts of the Cleveland Indians' baseball games. All through the drowsy Summer, in hamlet and town and city of the rich Cleveland market, countless radio sets are tuned to Jack Graney's stirring voice. Just walk up or down any street and your eye and ear will quickly tell you how true this is. If you know folks, you know that a listening habit is being formed—a habit which means greater value for *your* radio dollar when you buy time on WHK-WCLE.

WHK & WCLE Cleveland
THE UNITED BROADCASTING COMPANY
Also Operating WHKC—Columbus, Ohio

When Outstanding Sports Events Take Place Look for the U. B. C. "Mike." IT'S ON THE FIELD!
National Representatives
RADIO ADVERTISING CORPORATION
New York • Chicago • Cleveland • Detroit
San Francisco • Los Angeles

FIRST "radio recruit" of the U. S. Army is said to be Jack Bertrand (left), who on April 3 was actually enlisted in the Army during a special program on WSYR, Syracuse, as part of Army Day observance. With Recruit Bertrand are Bill Rothrum (center), WSYR chief announcer, and Col. John R. Kelly, recruiting district commanding officer who secured special orders from Washington designating the studio as a temporary recruiting station for the broadcast. Col. Kelly not only enlisted Bertrand, but also assigned him to his post and gave him his first orders during the program, the first of its kind.

Purely PROGRAMS

DRAMATIZATIONS of important events in the growth of the nation's major business organizations are offered on the new addition to the *We Americans* series, *America Works*, on WHK, Cleveland. The feature, heard Mondays, 9:30-10 p. m., presents members of the Cleveland Playhouse in the dramatic incidents, with musical background by Helen Wyant at the organ. Scripts and production are handled by Leslie Bieble and Norman Drysdale.

* * *

Tricks With Titles

KGVO, Missoula, Mont., invites listeners on its *Tie the Titles* program to "tie the titles" of eight popular tunes into a verse or short story, using a minimum of connecting words. Cash awards are made each week.

House Repairing

DIME SAVINGS BANK of Brooklyn, on April 5 started a new series of quarter-hour programs, entitled *Cellar to Roof*, on WMCA, New York. Designed to assist the home owner in the care of his property, the series features Roger B. Whitman, housing and contributing editor to the real estate section of the *New York Sun*, who answers housing questions submitted by listeners. Account is handled by Austin Adv. Agency, N. Y.

* * *

After the Altar

NEW weekly feature *North Carolina Honeymoons*, on WSTP, Salisbury, N. C., presents narration by Juliette Hambly of unusual reports of North Carolina couples during their honeymoon trips. The sponsor, a local drug store, offers prizes for best narratives.

Strictly Impartial

TO AVOID taking sides in controversial issues before the Minnesota Legislature, KSTP, St. Paul, has started a Thursday night half-hour presenting one proponent and one opponent from the Legislature, each airing his views individually, with Val Bjornson, KSTP's editorial commentator, interpolating. To avoid any criticism of favoritism in the presentation of the speakers, a coin is tossed before the broadcast to determine which side shall be presented first.

* * *

Swains and Their Worries

FOR TIMID swains WGAR, Cleveland, has started a new weekly feature, *Pop the Question*, on which shy suitors may propose by air while enjoying the privacy of a secluded studio, with only an announcer nearby. The musical portion of the program by Walberg Brown's orchestra originates in another studio. Bashful lovers tell their sweethearts to listen in at the appointed time and then pop the question by remote control.

* * *

Through a Lady's Eyes

PIQUANT inside dope back of news stories is furnished by KVI, Tacoma, on its new *Off the Record* program, which features a woman's viewpoint on interesting current events. Written and presented by Marjorie McPherson, suspense and contrast are introduced by an announcer's reading an article as it might appear in a brief newscast, with Miss McPherson then giving the real human interest story behind the headlines.

* * *

Baloney Brigade

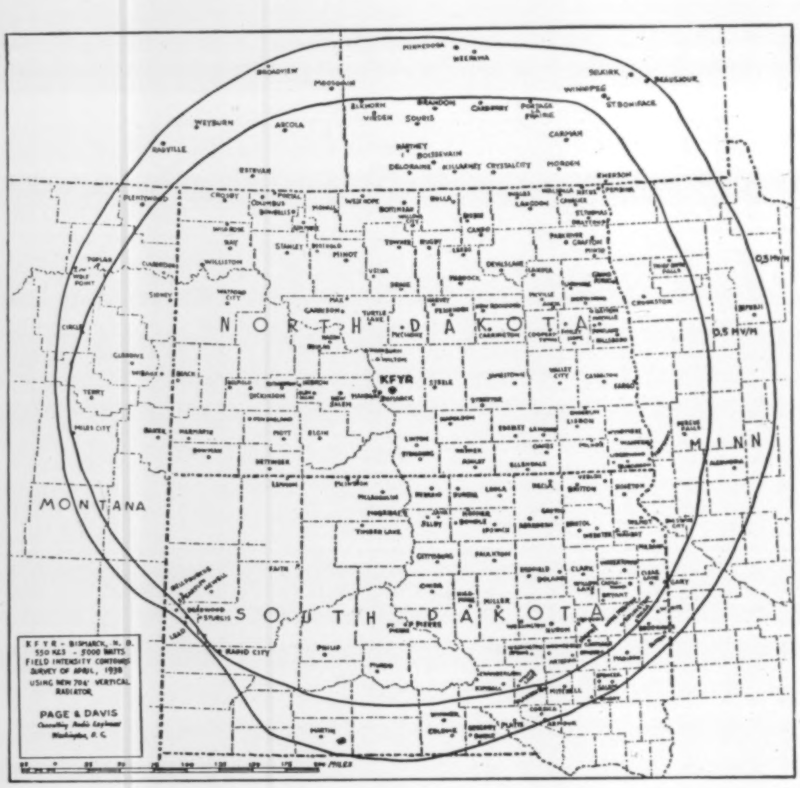
SCREWBALL entertainment in general, with prizes to 20 club members weekly of a whole day's free cavorting and eating in town, is supplied on *Dunkers Club Inc.*, new breakfast program on WMMN, Fairmont, W. Va. Food is furnished by local firms, gratis, and foolishness by Bill Edwards, formerly of WLW, Cincinnati, and Fred Shaffmaster.

* * *

Juvenile Talent

YOUTHTIME is a new program on WRTD, Richmond, Va., sponsored by a real estate firm, offering a variation of the amateur idea. Contestants, ranging from 1 to 20 years of age, get three cash prizes weekly on the basis of votes pulled from the audience. At the end of 13 weeks sponsor will award a scholarship in a local talent school.

174,885 Square Miles
Primary (0.5 mv/m contour) Coverage



KFYR
has the
Largest
Primary Area
of any
Radio Station
in the
United States
regardless
of size.

LET US
SELL
YOUR STORY

NBC Affiliate
550 Kilocycles

Meyer Broadcasting Co.
Bismarck, N. Dak.

5000 W. Day
1000 W. Night

National Representatives—Gene Furgason & Co.

are you overlooking

THE WEST'S
THIRD MARKET
(Interior California)

? ? ?

The McClatchy Broadcasting Company offers the only blanket coverage of this area with: KFBK, Sacramento; KWG, Stockton; KMJ, Fresno and KERN, Bakersfield.

Represented nationally by
Paul H. Raymer Company
New York - Detroit - Chicago

Birth of the Jitters

THE DEVELOPMENT of jazz from its early origins in African tribal music to the present day swing style of Goodman, Dorsey, Basie and Shaw, all prominent orchestra leaders, is the subject of a new weekly series on WNYC, New York. Daniel A. Wolfert, an authority on jazz and a member of the Music Department of Brooklyn College, is conducting the programs, which feature jazz records from Mr. Wolfert's personal collection and from the collection of the Hot Record Society, in addition to interviews with prominent jazz musicians and composers.

* * *

Know Their Noises

CONTESTANTS try to recognize recorded sounds and descriptions on the new British quiz program, *Voice & Occasion*. Lined up before recording instruments, contestants listen to snatches from famous world events, appearances of well-known personalities and such, then try to identify them. Recordings of coronation celebrations, an American stratosphere flight, a description of the Crystal Palace fire, Melba making her radio debut and other memorable happenings were played during a recent contest.

* * *

Columbia's Week

NEW TWIST to the interview program is the quarter-hour Sunday afternoon show, *In Columbia This Week*, on WIS, Columbia, S. C. Two-minute informal chats with interesting personalities visiting South Carolina's capital city are transcribed at the convenience of those interviewed, and the tracks later combined, with musical bridges, into the 15-minute show. First program presented Senator Josh Lee of Oklahoma, delegates to the State Education Association convention, and a sword-swallower.

* * *

Melodic Therapy

LISTENERS tell *The Song Doctor* their problems, and he answers them on WTMJ, Milwaukee, with song prescriptions. For example, John Smith might have a steady girl, Mabel, but he's fallen pretty hard for a new one, Anne—so *The Song Doctor*, Jack Teter, prescribes "I Must See Annie Tonight". The program is heard thrice-weekly and features with Vocalist Teter, the organist, Jack Martin, and Joe Szot, guitarist.

* * *

Night Club Baseball

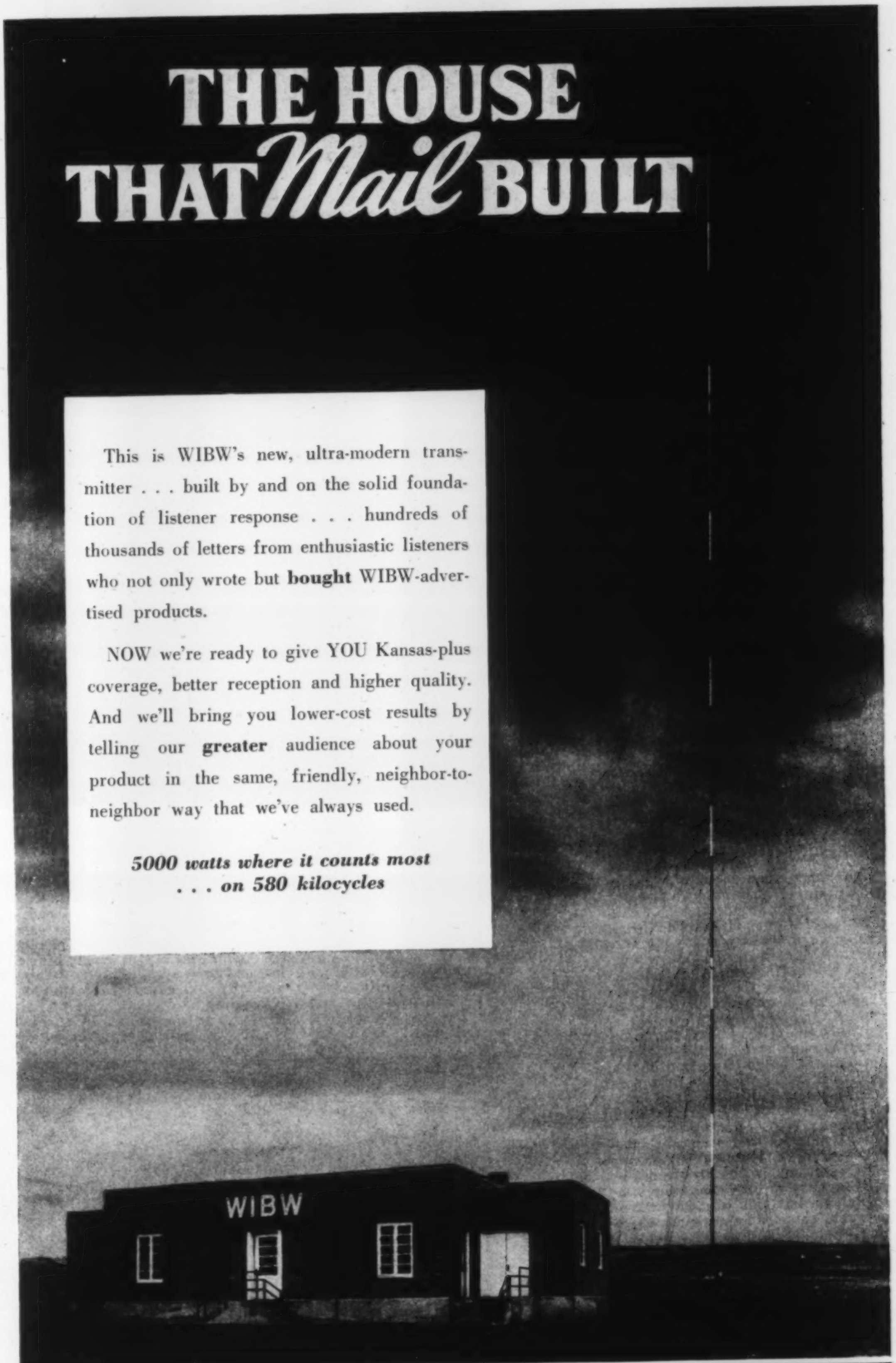
MUSICAL baseball game called *Bandstand Grandstand* and featuring Bob Crosby's orchestra from Chicago's Blackhawk Restaurant, has started on MBS, Monday, 11-12 midnight. Contestants are divided into National and American Leagues and top value assigned each answer is a home run. Umpire is a personality from the sports world. Jess Kirkpatrick, WGN-MBS announcer, will handle the show.

* * *

Student Mikemen

WITH prizes for the best announcing talent in each of the 13 local public and parochial high schools, WHB, Kansas City, has started *High School Announcers' Contest*, in which 21 candidates each week make 50-word transcriptions that are broadcast during the program. Listeners pick winners by voting in the sponsor's jewelry stores during the eight weeks of competition.

THE HOUSE THAT *Mail* BUILT



This is WIBW's new, ultra-modern transmitter . . . built by and on the solid foundation of listener response . . . hundreds of thousands of letters from enthusiastic listeners who not only wrote but **bought** WIBW-advertised products.

NOW we're ready to give YOU Kansas-plus coverage, better reception and higher quality. And we'll bring you lower-cost results by telling our **greater** audience about your product in the same, friendly, neighbor-to-neighbor way that we've always used.

5000 watts where it counts most . . . on 580 kilocycles

WIBW *"The Voice of Kansas"*
COLUMBIA'S OUTLET *for* KANSAS

BEN LUDY, *Manager*
Represented by
CAPPER PUBLICATIONS, INC.
New York—Detroit—Chicago—Kansas City, Mo.—San Francisco

Rapid Growth of Disc Industry Shown

FCC Net Inquiry Told Of Methods Used by Transcribers

OPENING the transcription phase of the FCC's network inquiry April 4 and 5, C. Lloyd Egner, manager of the NBC Electrical Transcription Division, explained the development of NBC's transcription business and operation of the Thesaurus recorded library service. Under direct examination by R. P. Myers, NBC attorney, Mr. Egner traced the genesis of the transcribed program idea to the early days of radio when operators necessarily used a great number of phonograph recordings because of limited funds for talent. With the development of commercial broadcasting, and the rise in available funds for production, the number and quality of live programs grew "until phonograph records seemed poor by comparison", he said, and the idea of transcribing these quality live-talent programs took hold immediately as a method of supplying the ordinary station with programs of a standard it could not reproduce independently.

Egner Tells of Advances In the Recording Art

From 1924 to 1927 great technical advances were made in the recording industry, he continued, and corollary developments came from radio research, among them the system of electrical recording, which immediately began to replace the old acoustical recording system.

Estimating the total electrical transcription business for 1938 at between $4,500,000 and $5,000,000, Mr. Egner said there were from 22 to 25 "important companies doing a substantial amount of business" among the two broad classes of customers—stations and advertisers. The effect of the constantly increasing use of transcribed programs has resulted in "remarkable progress" in raising the quality of programs and reproduction, he commented.

Although NBC entered the transcription business in 1934, it did not actually begin operating in this field until 1935, since the first year was taken up with laying groundwork and making plans, he said. Originally NBC's conception of its operation of a transcription business extended only to furnishing NBC stations with programs by NBC artists on NBC recordings, he explained, but this idea never took concrete shape as the prime objective.

Explaining an exhibit, the "guide book" of Thesaurus programs and sales distributed to subscribers, Mr. Egner said NBC not only outlined operation and use of the recorded library, but also gave suggestions on how to market programs using Thesaurus material and furnished scripts for actual programs.

First preference in marketing the Thesaurus service goes to NBC stations in their respective territories, he explained, but if they do not choose to take the service, subscription is opened "on a first-come-first-served basis". If an independent station or one affiliated with a network other than NBC takes the service, and later an NBC affiliate seeks a transcribed library service, the first station surrenders no rights and the NBC affiliate must go elsewhere for its transcribed program material, he declared.

One Station Only Is Served in an Area

He estimated that 37% of Thesaurus subscribers are NBC affiliates, 11% CBS or MBS affiliates and 52% independent non-network stations. Making a similar estimate of the subscribers to the World Broadcasting System service, he set about 22% as NBC affiliates, 27% CBS or MBS affiliates, and 51% independents, according to figures published by World.

With Thesaurus rates based on the individual station's rate card and "weighted by other factors", Mr. Egner said that the theory behind the price was to have stations serving substantially equal areas paying substantially equal rates. No preferential price is given to either NBC affiliates or to an owner of several stations, he added.

Discussing the Thesaurus contract, he pointed out that the subscriber has the right to cancel his contract any time after four months from the starting date by a short rate payment of two additional monthly installments, service to be discontinued immediately upon receipt of notice of cancellation. He explained that although this might not be considered good business for NBC, in a strict economic sense, it was deemed the best plan in the long run. The service is confined to one station in a single area, he said, because NBC "would rather have one satisfied customer than possibly two dissatisfied ones". He added that the "exclusive territory" was limited strictly to the primary service area of each station.

In the commercial field there are three types of transcribed service, Mr. Egner explained: "The custom-built programs, in which NBC develops a program idea, produces the program, takes care of all technical and production problems and then delivers the program as a package to the client at a flat price; independently produced programs staged and recorded in NBC studios with NBC facilities, and simultaneous wireline recordings of regular studio shows. NBC, recording any of these types of programs, turns them over to the advertiser to use as he sees fit, on any station, whether they be NBC affiliates or not, he added.

Analyzing commercial transcription customers on a basis of network use, Mr. Egner estimated that 13% of NBC's transcription clients used NBC alone in 1938, 32% used CBS, MBS and/or NBC, 9% used CBS or MBS alone, and 46% used no network. Referring again to published World figures, he estimated that 13% of World customers used NBC only, 6% CBS, MBS and/or NBC, 11% CBS or MBS, and 70% no network. Breaking down spot business, using NBC transcriptions, for the April-May-June quarter of 1938, he said exclusively NBC affiliates accounted for 657 hours; CBS and MBS affiliates, 304 hours; NBC and MBS affiliates, 95 hours, and independents, 525 hours.

Continuity Submitted For Regular Acceptance

Continuing his direct testimony, Mr. Egner declared that although the NBC transcription department placed no direct restrictions on a sponsor or advertiser regarding his broadcast material, the material is examined by the NBC continuity acceptance department, just as though it were to be used in a network program, and that department's suggestions passed on to the client. He explained that although this responsibility was indirect, "we feel under obligation to the client to tell him what he's up against" in the matter of acceptability of programs for broadcast. He added that "borderline cases" are most troublesome, since cases of obvious unacceptability are readily recognized by the client himself in most instances, and the greatest difficulty is experienced in "extravagant advertising claims and too-existing material". In case the client does not accept the recommendations, he said "we'd probably do the recording job—and then he'd have his hands full".

TESTIFYING for NBC and RCA before the FCC Network Inquiry Committee, (l to r) C. Lloyd Egner, manager of NBC's electrical transcription department; Frank B. Walker, RCA Mfg. Co. vice-president in charge of all recording activities, and Albert Pulley, chief recording engineer of the artists recording studio of RCA Mfg. Co., described a national network's methods of operating a transcription business.

Commenting on NBC's policy of denying outside transcription concerns access to NBC studios, Mr. Egner declared, "To allow an outside competitor to connect by wire with our studios for simultaneous wireline recordings of an NBC program would amount to letting him move his equipment into our studios. We don't believe we are under any obligation to our competitors to allow them to enter our studios and record programs of higher quality than they would otherwise be able to produce, without any return to NBC."

Ultimate Liability A Factor in Policy

He explained that failure to enforce the policy would cost NBC "a good deal" in both money and worry, since they feel that regardless of assurances of freedom from liability they must still face ultimate liability in copyright and union matters, as well as superintend technical operations of synchronizing and cueing for transcription.

NBC's simultaneous wireline recording business amounted to about $125,000 in 1938, its biggest year, he declared, and while this amounted to "less than 10%" of NBC's total transcription business, it represented only from 2 to 4% of the transcription industry's four to five million dollar total gross. As for transcriptions of network programs, he said about six of these programs are separately recorded in a studio for every one transcribed off the lines as the show is broadcast. Cost of the two techniques remains about the same, he said, since AFM and AFRA fees must be paid whether the program is transcribed simultaneously or not.

Says Thesaurus Operates Separate From RCA

Referring to estimates of spot business, using electrical transcriptions, Mr. Egner pointed out that volume had increased from about $19,500,000 in 1934 to $34,680,000 in 1938. He believed this growth faster than any other part of radio.

NBC rate cards for transcription service, introduced as exhibits, listed simultaneous wireline recording charges at $75 per master record, ranging downward to $55 according to the number of programs transcribed. Rates on finished duplicate pressings of 16-inch records ranged from $3 to $2.35 each, F.O.B. Camden, N. J. According to the published rate card, music copyright fees on recorded programs are cleared by NBC and charged to the client at cost. The rates on reference recording on acetate discs ranged from $10 for a 15-minute recording to $20 for an hour program, with proportional reductions for quantity.

Cross-examined by S. King Funkhouser, FCC special counsel, Mr. Egner said the whole field of simultaneous wire line recording was "merely an incident of the business" and that NBC, in refusing entry of outsiders to its studios, was in no way monopolizing public service. He pointed out that "five or six times as many" NBC programs are recorded outside NBC studios as NBC itself records. Of the $125,000 simultaneous recording business done by NBC in 1938, he said only from $10,000 to $15,000 was for instantaneous or reference recording.

Referring to a letter from an unnamed independent transcription concern, Mr. Funkhouser asked the NBC executive about alleged "deals", one with a Florida station to make some special arrangement about Thesaurus in consideration of the station's purchase of RCA equipment, and another allowing the use of RCA-Victor records for broadcast. The allegations drew complete denial from Mr. Egner, along with the explanation that NBC and RCA divisions work independently in soliciting business "because they all have plenty to do in their own departments without helping out in someone else's".

Responding to Mr. Funkhouser's reference to the high mortality rate among independent transcription companies, Mr. Egner said he did not think NBC was responsible for putting them out of business, pointing out that the only thing not permitted by NBC is simultaneous wire line recordings from its studios. Also, he continued, NBC does not exercise any monopoly on talent through its artists service, whose facilities are available to any and all purchasers of talent, and it puts no pressure on advertisers to use stations subscribing to Thesaurus.

Asked for his views on several questions, Mr. Egner stated that he thought NBC, as one of the national networks, should be in the transcription business because, aside from the chance for profit, it has done much to develop the "astounding growth" of the business "both by what it itself has done as well as through the competition it has given others". He said also that he considered the network's artists service a valuable adjunct, from the viewpoint of a transcription operator.

Sees Continued Growth Of Transcription Industry

Regarding the future of the transcription industry, he commented, "With continuing effort to develop the industry, its tremendous growth will continue". He pointed to the change in attitude from "the early days" when NBC paid little attention to the transcription phase of the radio industry to the present when the network organization lends all its facilities to the improvement and development of the art. Continuing on the need or advisability of Government regulation of the transcription industry, Mr. Egner stated, "I don't think any restrictions need be placed on the business. It seems to me competition will take care of that."

In response to queries by acting-Chairman Walker about the advantages of association with "big and constantly expanding NBC", Mr. Egner commented "we don't feel our relative share of the total transcription business has tended to grow", adding that although the NBC association was valuable as a prestige connection, that alone would not open customers' doors.

Concluding his testimony, Mr. Egner stated that "in practice Rule 176 (requiring 'electrical transcription' announcement) is working out quite satisfactorily", emphasizing his interest in having "every advantage" for the transcribed program but recognizing that "every listener is entitled to know what he is listening to". He said complete elimination of the rule would be "very satisfactory" to him, although there should not be misrepresentation as between live and transcribed programs.

Troubles of Independents Described by Grombach

Leading off for the independents April 5, Jean V. Grombach, head of Grombach Productions, who recently disposed of the technical facilities of his business, contended under questioning by Mr. Funkhouser that independent concerns lose business because they are unable to obtain lines to NBC studios, although he added NBC was "very fair" in enforcing its "no line" policy without exception.

Explaining that his firm has transcribed programs from CBS studios, as well as from certain individual stations and for the Yankee Network on a New York line, without any difficulties from AFRA or AFM, he classed as "common everyday problems" the difficulties previously described by Mr. Egner.

He explained further that a separate studio transcription session costs more, "practically speaking", than simultaneous recording, since a warm-up rehearsal would be necessary, calling for extra pay for the artists as well as name stars who do not operate on any union scale.

Although efforts have been made to standardize prices within the industry, they have not been successful, he commented, and "operation of the transcription business unfortunately has been more or less on a horse-trading basis". However, he added, the price angle is not the biggest competitive problem.

Mr. Grombach declared that network artist bureaus were "very willing to cooperate" with all purchasers of talent, since it was their business to sell talent, although independent operators are interested, when they can, in drawing freelance artists so they can get the commission for talent sale themselves. As for NBC, he said its salesmen enjoy "a certain prestige" from their association with the network, but the network organization itself is not a great factor in selling the transcription service. This situation is merely one of the natural advantages of competition, he said, although he classified NBC's independent-transcription policy as an "artificial advantage".

E. V. Brinckerhoff, following Mr. Grombach to the stand, declared that his firm's reference recording business has been "probably cut in half" by NBC's denial of facilities. Asserting that there is no unique technical problem in recording NBC programs if lines to the studios are available, he pointed out that reference recordings, since they are a record of the program as actually broadcast are of no value unless they are made simultaneously with the broadcast.

Brinckerhoff Dubious Of Reference Recording

Estimating that the independents "split up" about $2,000,000 of the $4,000,000 to $5,000,000 total business, he said their future looked "very very poor". If CBS, after acquiring World, should institute a policy similar to that of NBC, he said it would mean a loss of 20 to 25% in his organization's business. The result of the policy is "complete prohibition" of reference recording business to the independents, he declared.

Mr. Brinckerhoff said he thought "the advertiser feels it's an unfair practice" and that the client, after buying the talent and the time, should have the right to stipulate where his reference or other recordings should be made. Questioned about WOR facilities, he said the situation amounted to "doing the same thing in a different way", offering access to its studios but at "prohibitive" rates. He termed the policy an unfair practice.

Observing that the high mortality among independent operators rises from the necessity for high overhead and the lack of research funds or facilities, he said that if

HERE'S NEWS!

NEW Antenna
NEW Location
NEW Auditorium
NEW Transmitter House
NEW Studios and Offices

KMMJ has moved to Grand Island, Nebraska. We've planted our new 330 foot Truscon steel antenna and new transmitter building in the heart of the great midwestern agricultural and industrial territory. Our up-to-the-minute studios, auditorium and offices are in one of America's foremost livestock auction centers, where three railroads contribute to the community's prosperity with a million dollar payroll.

Why? To give you—our advertisers—even greater service! Service you'll recognize by mail pull, consumer preference . . . *results!* Increased service—greater results—the same rates! Let us *show* you immediate action and low cost results!

KMMJ
GRAND ISLAND, NEB.
Randall Ryan, Mgr.
Rep. by Howard H. Wilson Co.

THEY'RE TUNING IN WATL IN ATLANTA

IT'S A HABIT

Atlanta listens to WATL Newscasts. Broadcast every hour on the hour. Available for sponsorship.

WATL
ATLANTA

WIN! PLACE! SHOW!
9

You'll finish "in the money" if you tell your story over

5000 WATTS
day and night
1030 KC
cleared channel

CKLW

2nd IN POWER IN DETROIT AREA

New York
JOS. H. McGILLVRA
366 Madison Ave.
Vanderbilt 3-5055

Detroit
3300 Union Guardian Bldg.
Cadillac 7200

Chicago
GEORGE ROESLER
360 N. Michigan Ave.
Central 0605

FRAGILE!
HANDLE
WITH CARE

Any makeshift delivery system can't handle the expensive "packages" that are sent daily over the radio networks of the Bell Telephone System. Sound is delicate. Bell System engineers have developed special telephone facilities to handle broadcast sound *with care.*

In the Bell System Laboratories scientists and engineers are striving constantly to improve and extend radio network equipment. The radio industry and the telephone industry are working, hand-in-hand, to provide even better broadcasting facilities for programs to come.

independents were given a chance to develop volume, their income would provide research funds and "you'd see a great rise in quality".

"It's definitely monopoly," he declared. "NBC should be willing to compete with the independents on equal terms, and not say simply 'we won't compete and we won't allow our competitors to compete".

Commenting on Rule 176, he said the transcription industry would be aided if the announcement were only required at the end, so listeners could judge the program on its merits without any prejudice engendered by an announcement at the beginning. However, he added, if transcription companies were licensed by the FCC and required to maintain a high quality of service, the rule would not be necessary.

Transcription Functions Of RCA Recited by Walker

Offering the second part of NBC's presentation, Frank B. Walker, recently elected vice-president of RCA Mfg. Co., in charge of all record activities, appeared briefly to outline his organization's function in the transcription field. Operating only as a recording and transcribing unit, and engaging in no program production activities, he said RCA numbered Langworth, Standard, CBS and NBC among its clients. Its field includes, beside phonograph records, custom recording taking in slide film recording, electrical transcriptions, and personal recordings.

Questioned by Mr. Funkhouser on the statements in the letter previously cited, Mr. Walker declared sale of equipment is never tied in with record "deals". He explained that while RCA sponsored a 45-minute program on several stations, built around RCA-Victor records, the company felt it was all right because the program advertises the company's product "and not just any old product".

Phonograph Records Kill Record Market

He added that RCA opposes the use of phonograph records on the air generally because it kills the market for the record itself. Specifically RCA feels that stations are violating copyrights and property rights when they use phonograph records, he explained, "but in order not to create chaos in the industry" the company on Jan. 1, 1938, gave notice to all stations that it would grant "indemnification" against suits to the stations reporting use of records until its legal rights were established. This notice, he explained further, did not in itself constitute permission to use the records but "merely put them on notice of our rights and our agreement not to sue."

PONDERING the problems of independent transcription firms as they listen to testimony during the transcription phase of the FCC Network Inquiry are M. E. Tompkins (left), president of Associated Music Publishers, and Jean V. Grombach, head of Grombach Productions, both of whom testified at the hearings.

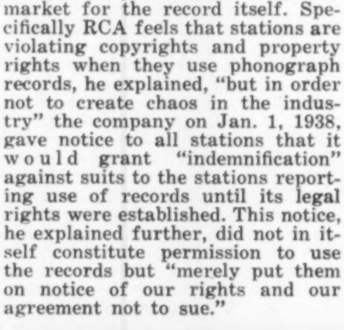
M. E. Tompkins, president of Associated Music Publishers, rounded out the April 5 session with an account of his experiences as head of an independent transcription concern. Prefacing his remarks with an explanation that AMP's Recorded Program Service goes to 20 NBC affiliates, 24 CBS affiliates, 5 NBC owned and operated stations and 2 CBS owned and operated stations, Mr. Tompkins declared that NBC's policy of denying competitors access to its studios was not in line with free competition.

Tompkins Recites AMP Policies and Operations

He said the policy was a step in the direction of NBC's going even further in discrimination, requiring clients to use only their copyrights, their facilities, and entering into exclusive contracts with artists. He added, however, that he was against Government regulation "by nature" and would rather have this matter settled within the industry itself.

Outlining the organization of his firm, Mr. Tompkins said that although AMP, with World, was licensed by ERPI to use the vertical recording system, this was merely a licensing arrangement and there was no further relationship between the companies. Warner Bros. owns one share over 50% of the stock of AMP — 5,001 of 10,000 shares—he added.

Rule 176 could well be remanded, he declared, but at any rate some differentiation should be required between phonograph records and



The Z NET

Where potential listeners are ACTUAL listeners! Montana's largest trading center is served only by—

KGIR *Butte* NBC Affiliates KPFA *Helena*

electrical transcriptions when they are broadcast. Growing pressure is coming from the artists themselves to prohibit the use of records for broadcasts, he said, since they are becoming increasingly conscious of the effect on their own professional welfare, and transcription firms "probably pay the freight" to artists on non-return from phonograph record broadcasts.

NBC-RCA Testimony Completed by Pulley

Concluding the NBC-RCA testimony April 6, Albert Pulley, chief recording engineer of the artists recording studio of RCA Mfg. Co., explained the technical process of transcription and record manufacture. He said that although transcriptions now can be made with frequencies ranging from 30 to 8,500 cycles and Schedule A wirelines will carry from 50 to 10,000 cycles, today's high-fidelity receivers will take only as high as 7,500 or 8,000 cycles and ordinary receiving sets, despite "day-by-day improvement", have a top frequency range of only 4,500 or 5,000 cycles.

Cross-Licensing Pacts Of ERPI Are Explained

Appearing before the committee April 6, T. K. Stevenson, president of ERPI, and Joel C. R. Palmer, ERPI contract counsel, outlined ERPI's royalty rate structure, the extent of its holdings in WBS, and its cross-licensing agreements for use of the vertical recording system.

Mr. Stevenson, who outlined in detail the operations of his company in respect to WBS, said the present license agreement provided a royalty of $5 for each five minutes or fraction of playing time for each master, except for commercial announcements, where the royalty rate was $1 per minute or fraction plus 25c per pressing, playing time of which does not exceed 15 minutes, and 10c for each additional five minutes or fraction.

This scale has been revised in the interests of simplified computation and bookkeeping, and the new scale is under negotiation to become retroactive to July 1, 1938, he said. The new plan provides royalty payments amounting to 6% of the annual gross revenue of the licensee derived from recording and distribution of records up to $1,000,000, he said, and 5% on all above this amount, with a minimum annual royalty of $25,000. Upon questioning by FCC counsel Funkhouser, Mr. Stevenson said the new terms would apply after the sale of World to CBS. Royalties for 1938 amounted to between $50,000 and $60,000, he estimated.

Sound Studios, predecessor of WBS, adopted the new method of vertical cutting and obtained from ERPI the additional recording equipment required for recording under this method in 1931, Mr. Stevenson said. "By August, 1931, Sound Studios was indebted to Products (ERPI) in the sum of $60,000 on open account for equipment and services, but exclusive of royalties, and lacked capital to effectively carry on its activities.

"Products, believing that there was a large potential market in the radio broadcast field for sound records of the new type, which, if realized, would result in substantial royalties, entered into an agreement with Sound Studios, World and certain of the stockholders of World, under which there was pledged with Products as collateral for the existing indebtedness and for loans for working capital and equipment requirements, all of the preferred and common stock of Sound Studios together with substantially all the preferred and common stock of World.

Unanticipated Expenses Led to Indebtedness

"Loans were made by Products under this agreement and subsequently, on March 13, 1934, Sound Studios pledged its accounts receivable and its library of master records as additional collateral for its then indebtedness to Products. By 1935 the indebtedness of World and Sound Studios to Products had increased to approximately $166,000 for equipment and $201,000 for royalties, and $126,000 to a subsidiary of Products for loans. The indebtedness had grown to these figures largely because of unanticipated expenses involved in the commercial application of the new recording processes and lower gross revenues than had been contemplated.

It was also found, Mr. Stevenson said, that the royalties provided for in the licensing agreement were higher than the manufacturing costs and gross revenue justified. A lower rate of royalties was effected in 1935 under a new agreement, with the rate made retroactive to 1930, the date of the original agreement, and resulted in a reduction of the amount due ERPI to $107,000. The equipment indebtedness of $166,000 was cancelled under the same agreement when ERPI took back recording equipment theretofore leased to Sound Studios and took over possession of the premises previously occupied by it for studio and recording purposes.

Under the new agreement, he explained, World developed a much greater market for transcriptions than expected. By February, 1936, World had not only paid to ERPI the arrears of royalties and loans made, but was able to meet its obligations as they accrued.

Details of the lease arrangements involving the former NBC headquarters at 711 Fifth Ave., now occupied by World, were outlined by Mr. Stevenson. He also outlined the transaction of July 1, 1936, under which ERPI acquired all of the preferred stock of World, as well as nearly 6,000

Facsimile Demonstration Is Given CBC by Finch

USING the Canadian Broadcasting Corp. station at Ottawa, CBO, as the transmitting medium, William G. H. Finch recently demonstrated his system of home facsimile before the Canadian Parliamentary Radio Committee. Recorders were set up in the House of Parliament and in other strategic points, and reception from WLW, Cincinnati, as well as from CBO was demonstrated. Mr. Finch, former FCC assistant chief engineer and now president of Finch Telecommunications Laboratories Inc., New York, explained the operation of his system to members of the committee, and reported that the Royal Signal Corps had recently equipped a station with his facsimile apparatus.

THE VOICE OF MISSISSIPPI
WJDX
1000 N.
5000 D.
JACKSON
N.B.C.

MISSISSIPPI MARCHES ON!

Mississippi's Industrial Development Program reports one new industrial worker to every 25 already employed and one dollar in new payrolls to every $10.00 already paid in wages.

Mississippi tourist travel is up 21% over this same time last year according to State Motor Vehicle Commission reports.

Two-thousand leading scientists, economists, bankers and businessmen paid tribute to Mississippi's vast industrial resources when the National Chemurgic Council met in Jackson in March.

Invest your advertising dollars with WJDX. Mississippi's Dominant Radio Station gives you a responsive, wide-awake market with a future.

Owned and Operated By
LAMAR
LIFE INSURANCE
COMPANY
JACKSON MISSISSIPPI

BOTH SALES AND
SURVEYS SHOW WNEW FIRST!

Proven sales results* of WNEW sponsors confirm the fact that—

BY ALL INDEPENDENT SURVEYS* WNEW RANKS FIRST IN NUMBER OF LISTENERS OF ANY NEW YORK NON-NETWORK STATION. *figures on request

WNEW
NEW YORK

SERVING NEW YORK AND NEW JERSEY 24 HOURS A DAY
5000 WATTS BY DAY—1000 WATTS BY NIGHT
1250 KILOCYCLES

PROOF OF POWER TO PULL

W
W
V
A

8,629
Proofs of Purchase
for a
Breakfast Cereal
in
ONE WEEK
Write for Our New Booklet
"PROOF OF POWER TO PULL"

5,000 WATTS AT WHEELING, WEST VA.
COLUMBIA Station at Eleven-Sixty
on 2,085,666 Radio Dials
JOHN BLAIR CO.—National Representatives

shares of the new common stock, the latter purchased at $80,000. The 3,000 shares of preferred stock acquired by ERPI had a par value of $100 per share, and was in payment for the equipment and other assets installed in the studios and processing plants of World.

"Early in the current year," Mr. Stevenson said, "Products was approached by CBS concerning the sale to CBS of both the preferred and common stock of World then owned by Products, subject, however, to the ability of Columbia to purchase the remaining common stock of World. . . . Products has agreed to sell that stock to CBS, having obtained a release from World and Mr. Deutsch of their option to purchase before we offered to anyone else."

ERPI to Dispose of All Its World Stock

All ERPI's stock in World, amounting to all 3,000 shares of participating preferred and 5,845 shares, or about 18 to 19%, of the common stock, will be sold, he said, adding that World will continue to operate as a separate corporation.

"We will own nothing. We never intentionally went into the ownership of this company. The ownership arose out of trying to collect a merchandise bill and we have, as one has to do, carried that investment along until the opportunity has arisen where we can liquidate. We are very glad indeed to get our money back, which is what we were originally after when we made this arrangement. We get cash, and that is what we went after."

Asked if licensing privileges were available to others beside present license-holders, Mr. Stevenson declared, "We are at the present time ready to grant licenses to any responsible people on terms consistent with the licenses which we have granted to World and AMP."

Mr. Palmer, following Mr. Stevenson on the stand, briefly explained the cross-licensing agreements covering transcriptions between ERPI, AT&T and RCA.

"The agreement is based on the cross-license between the AT&T and General Electric Co., which was extended on the part of GE to Westinghouse and RCA, and on the part of AT&T to Western Electrict. The broad provisions of that agreement, so far as they affect this transcription business, are that each side is licensed under all the patents of the other side to make recording equipment," he said.

Shepard Returns to Explain Net Affiliations

John Shepard 3d, president, Yankee Network, made his second appearance before the Committee April 11 at the request of FCC counsel, testifying as chairman of the committee representing MBS affiliates in IRNA on network options of station time and exclusive contracts.

Outlining the prevailing division of broadcast hours under NBC contracts into network option hours and station option time, Mr. Shepard commented that such a division was probably necessary for successful network operation and the effect on the affiliated station, particularly if a Red affiliate amounted to operation with satisfactory revenue under "as fair a contract as is possible".

NBC-Blue time options are essentially the same as those for Red stations, "but the result is entirely different", he continued, citing the cases of WNAC, Yankee station in Boston, which receives a weekly revenue from its Red network broadcasts of more than $5,000, and WEAN, Yankee's Providence station, whose Blue affiliation nets it only a little more than $600 per week, with a card of about half WNAC's.

"I think the networks are entitled to this time if they can really make good use of it," he commented, centering his attention on the NBC-Blue situation. "However, I think there is too big a gap between what they have and what they can make good use of now." The present provisions for free time, particularly as regards the Blue network, are "inequitable" for the stations, and Blue affiliates would be the ones to benefit most from a change in the present arrangement, he continued, adding that NBC "is trying hard" to sell Blue facilities to advertisers.

In the cases of WICC, Bridgeport, and WEAN, both Blue affiliates, he said MBS programs definitely were needed in addition to NBC, both to increase their income and improve their program structures. Stations should have more unoptioned hours at their disposal, at least until NBC can produce enough commercial business to fill adequately the hours optioned to them on Blue, he decleared.

Describes Effect of Time Discount Provisions

Mr. Shepard declared flatly against Government regulation of station-network contracts, explaining that difficulties can be worked out within the industry itself and that regulation would only tend to delay public service. The Government should give the industry an opportunity to work out its problems before stepping in and should not interfere at all so long as any agreement reached is satisfactory to the participants and does not interfere with public service. He commented, upon questioning by Mr. Funkhouser, that he thought any delay in solving the problem within the industry would be no longer than the delay of the FCC in handling the matter.

Discussing network practices in general, and questioned closely by Mr. Funkhouser, Mr. Shepard said a network's "bargain sale" of time on its M&O stations, below the published card rates, made competition difficult because an independent station, cutting its rates on occasion, could, under its contracts with both NBC and CBS, find itself in the position of "cutting off its nose" since the network could then sell time on the station at this lower rate and thus cut down the station's return from network broadcasts. The CBS and NBC time discount provisions also operate against the fullest development of spot business of the independent operators and retard the development of MBS, he commented.

Where a network uses a great deal of commercial time, making good use of the hours optioned to it, exclusive contracts are satisfactory, Mr. Shepard declared, although it is a matter of relativity, since stations served by a heavy-business network like NBC-Red or CBS would find it difficult to work in another network schedule in addition to the one they operate under at the time.

He also said that he agreed with "sentiment within the industry" of placing the responsibility for programs on the originating station, through an FCC rule, since stations on the network carrying the program do not have any prior scrutiny of the broadcast material.

Rosenbaum Questioned On Exclusivity Clause

Following Mr. Shepard to the stand, also for a second appearance, Samuel R. Rosenbaum, president of WFIL, and IRNA chairman, reoutlined the genesis of IRNA [BROADCASTING, April 1] and gave a general picture of affiliate- network conversations thru that group.

Questioned by Mr. Funkhouser on the problem of network control of station time, Mr. Rosenbaum stated that although there had been "a good deal" of discussion on the matter by IRNA, no definite action has been taken pending the findings of the FCC inquiry. Declaring that an "exclusivity" clause is not inherently bad simply because of its presence in a contract, he said the real test of its good or bad effect was whether or not it amounted to restraint of trade. Asserting that he was opposed strongly to substitution of the judgment of Government officials for the judgment of those intimately concerned with the industry, he said "the moral affect of an expression of confidence in the industry" would be very strong in bringing about a solution of the problems of broadcasting. The FCC should properly confine its activities to pointing out faults as they occurred and directing the attention of the industry toward self-remedy, stepping in actively only when pulic service definitely is threatened, he declared.

Hard and fast regulation would not be desirable, he said, since such control, like arthritis, would "crystallize and harden" the development of a young and rapidly growing industry. Although certain network options on station time are excessive, he continued, general regulation would be too stiff and unwieldy to work to the best interests of either the networks, the stations or the public. He added that NBC-Blue affiliates are particularly unhappy at this time because NBC options cover about four times as many hours as are sold.

Restricted Time for Commercials Favored

Mr. Funkhouser questioned Mr. Rosenbaum closely on WFIL's contract with NBC, bringing out that the original contract of March 1, 1935, had ben modified "in the last month" to increase one of the brackets of compensation "from 20 to 30%". During the questioning Mr. Rosenbaum explained that the modification resulted from discussions, extending back several years, arising out of WFIL's complaints regarding WJZ coverage in Philadelphia. He also explained, in response to Mr. Funkhouser's question, that most of WFIL's Blue business came during "free hours", and that the station received a slightly greater financial return from its MBS connection than from NBC.

Explaining that independent sta-

"GREAT SCOTT, YOU SAY 136 LOCAL ADVERTISERS USED KFBB IN A SINGLE MONTH?"
"OF COURSE, LOCAL ADVERTISERS KNOW WHAT TO EXPECT FROM KFBB, Great Falls"

The local boys know their advertising onions. No mistake about that. And KFBB's great popularity with local advertisers is a reliable guide for national advertisers.

For your sales spot medium in the white spot area, remember KFBB.

KFBB
Great Falls, Montana
CBS
5000 W·DAY 1000 W·NIGHT

WBAL
means business
in Baltimore

tions do not like the idea of networks selling spots during a network program, since this deprives them of sales opportunities, he said IRNA feels that rather than flatly to ban such sales, commercial time in network programs should be limited and thus let the advertiser himself restrict his commercial copy to his own best interests.

Rosenberg Reviews Transamerican Activities

Emanuel J. Rosenberg, executive vice-president of Transamerican, highlighted his testimony April 12 with a condemnation of NBC and Mutual policies prohibiting off-the-line recordings of programs for spot placement, thus adding another voice to the chorus of complaint from transcription organizations against the NBC exclusive practice. Under cross-examination, however, he explained that Transamerican was not in the transcription manufacturing or recording field but farmed out its transcription work to RCA and more recently to Associated Music Publishers.

That Transamerican is essentially a subsidiary of Warner Brothers, was brought out by Mr. Rosenberg under examination of his counsel, John W. Kendall. Its 2,500 shares of preferred stock at $100 per share par are entirely held by Warner Brothers, he said. Warner Brothers holds 650 of the 1,000 shares of non-par common stock, with John L. Clark, Transamerican president and director, holding 175 shares while the remaining 175 shares are held by himself. Directors of Transamerican, he said, are Messrs. Clark, Rosenberg and C. P. Jaeger.

Warner Brothers interest in Transamerican is purely financial and it has no other active participation in its affairs, Mr. Rosenberg declared. He explained that Transamerican was essentially a program producing company but engages in the creation and production of transcriptions and live talent programs and also in nonexclusive station representation. The gross business of Transamerican for the fiscal year which ended in June, 1938, aggregated $2,500,000, Mr. Rosenberg testified.

Under cross-examination by FCC Counsel Funkhouser and P. J. Hennessey Jr., NBC counsel, he said this figure represented overall gross, including its station representation activities and business placements. Its actual technical recording business amounted to between $100,000 and $125,000 for the last year, representing all mechanical recording bills of RCA and AMP.

Calls Off-the-Line Ban Unfair Trade Practice

Apropos off-the-line recordings, Mr. Rosenberg said Transamerican has lines into CBS and various New York stations but has never been able to make arrangements with NBC. MBS likewise refused this service, since it uses the WOR recording service. He placed in the record an exchange of correspondence betwene RCA and MBS dealing with off-the-line recordings, in which they refused the service.

Declaring he thought NBC should grant permission to advertisers requesting off-the-line recordings through some other company, such as Transamerican, Mr. Rosenberg said he regarded its refusal as an unfair trade practice. Advertisers, he said, do not desire to have this service performed through NBC because the cost and time and trouble involved are materially greater. NBC, he added, charges a considerably higher rate than Transamerican for such recordings. Asked by Mr. Funkhauser whether he felt networks should engage in the transcription business, Mr. Rosenberg said he saw no objection to it. Phonograph records broadcast by stations should be designated as such, he said, to distinguish them from transcriptions.

While he first testified, in response to Mr. Funkhauser, that there should be regulation by the FCC of the quality of transcriptions, he later asserted that competition probably would take care of a great deal of the problem and perhaps obviate the need for Government regulation. Many transcriptions now broadcast are of inferior quality, he said. Mr. Rosenberg opposed Government regulation of the quality of programs, either through Congress or the Commission, saying he did not see how this was possible. When Mr. Funkhauser broached a possible "bureau of standards" on programs, Mr. Rosenberg said he felt such a development was possible but not likely.

Mr. Rosenberg did not answer a question as to dividends earned by Transamerican. When Mr. Funkhauser rephrased his question to inquire whether there had been years during which the company had not paid a dividend, he responded affirmatively.

Cross-examined by Mr. Hennessey, Mr. Rosenberg said that in many cases of placement of spot business, Transamerican absorbs the recording cost in its commissions received from the stations. Thus Transamerican loses business when it is prevented from recording off-the-line, he said. Transamerican, he added, does not represent any specific number of stations and its list varies with the demands of each advertiser. This, he said, constituted the largest part of Transamerican's operations.

Deutsch Tells History Of World Organization

Percy L. Deutsch, president of World Broadcasting System and World Transcription System, testified April 12. He brought out that the contract for sale of WBS to CBS now is being negotiated and the effective date has been extended to April 28. Through his counsel, John J. Burns, who also had appeared as CBS chief counsel, it was explained that the contract if and when finally signed would be submitted for inclusion in the hearing record along with an affidavit covering any essential details. This was agreed to by FCC counsel and Commissioner Walker, the only member sitting.

Mr. Deutsch explained he has been engaged in the recording field since 1913. In 1904 he joined Brunswick-Balke-Collendar Co. and in 1913 that company engaged in the manufacture of phonograph records and later radio sets. Explaining he served as executive vice-president of the company, he said that in the fall of 1927 he severed his connection with it and became president of the Acoustic Products Co., successor to Sonora Phonograph Co. Resigning that post in July, 1929, he established Sound Studios and World Broadcasting System as two separate companies to engage in the broadcast transcription field. These companies subsequently were merged and operated until 1936, when WBS was reorganized with Electrical Research Products Co. as a stockholder.

In February, 1939, Mr. Deutsch explained, a contract with ERPI and CBS was entered into under which CBS acquired the option to purchase all of the preferred and common stock of World. Negotiations still are in progress for this sale and the new closing date has been set as April 28, though the CBS option expires April 19. It was at this point that Counsel Burns stipulated that the contract for CBS acquisition if, as and when completed, would be submitted to

230.6 METERS
1300 KILOCYCLES

WEVD

NEW YORK'S STATION OF DISTINCTIVE FEATURES

EXCELS IN RESPONSE THRU ESTABLISHED FEATURES IN
ENGLISH
JEWISH
ITALIAN
POLISH

WEVD
WEVD Building
117-119 WEST 46th ST.
NEW YORK

AGAIN in the first 3 MONTHS of 1939

. . . as in the years 1937 and 1938 . . .

NBC STATION
WTCN
MINNEAPOLIS ST. PAUL
Broadcast
MORE LOCAL ADVERTISING
Than Any Other Major Twin City Station

and in addition
WTCN'S
National Advertising
Increased in January, in February and in March Over the Corresponding Months of 1938 . . . with Increases Ranging From 50% to 300%

Owned and Operated by
TWO GREAT NORTHWEST NEWSPAPERS
With a Combined Circulation, Both Daily and Sunday of Over 300,000
MINNEAPOLIS TRIBUNE AND ST. PAUL DISPATCH-PIONEER PRESS

FREE AND PETERS, INC., NATIONAL REPRESENTATIVES
New York, Chicago, Detroit, Los Angeles, San Francisco, Atlanta.

the FCC for inclusion in the hearing file. He explained it was desirable to withhold details of the transaction until the closing date because of the possibility that it might not be consummated.

Mr. Deutsch testified that in the event the proposed transaction is actually put in effect, no change in the World organization, personnel or enterprise is contemplated. He added that he would remain as president and chief officer of the company.

Delving into the history of transcriptions, Mr. Deutsch brought out that there are only nine plants in the country capable of processing and making master records. Five of these are in the home recording field while two are maintained by World—in New York and Chicago. While he said he had no record of the actual dollar value of transcriptions, he agreed with the estimate previously made by Mr. Egner for NBC Thesaurus that approximately $4,500,000 represented the figure.

Explains Library And WTS Activities

The gross revenue of World for the year ended April 30, 1938, was $1,500,000, he declared, of which $1,110,000 was derived from the actual manufacture of transcriptions.

World has a total of 128 employes, of whom 14 are engineers, 59 factory employes and 55 engaged in sales, office and executive work. It maintains a complete broadcasting organization, including studios, musicians, continuity services, copyright clearance and the like, he said.

The various activities of World, including the recently organized World Transcription Service, along with contracts entered into with stations, advertisers and agencies, were covered by Mr. Deutsch. Exhibits explanatory of these operations were placed in the record. Under its contract with ERPI for use of its vertical recording system, World pays the AT&T subsidiary 6% of its first million dollars of income and 5% thereafter, he explained. World averages production of about 12,000 16-inch transcriptions per month.

The World Library Service is used by 64 unaffiliated stations, 38 CBS stations, 31 NBC stations and 17 MBS stations. Service is available to only one station in a given market. The station, however, is free to take any other program service it desires. There are three classes of library service, he explained. The first is for major network affiliated stations, totaling approximately 70. The charge averages about $70 per week. The second goes to network affiliated stations in smaller markets and payments average about $150 per month. A third service, designed to serve small independent stations having no network affiliations, is offered at a substantially lower rate of approximately $100 a month, he said, with certain other provisions that are not part of the standard contract. On national spot programs placed by World, the station remits a license fee of 7½% of its card rates. On library service sponsored nationally, the station remits the talent fee which is paid by World for commercial music royalties, he explained. For locally sponsored library service programs, there is no charge.

ON THE sidelines, as his chief testified before the FCC Network Inquiry Committee was A. J. Kendrick, vice-president of World Broadcasting System.

Describing WTS, formed the latter part of 1938, Mr. Deutsch explained that it was designed to render an added service in the transcription field by offering to national advertisers service similar to that offered by the networks. WBS, he said, under this system, buys time at the station's card rate minus two 15% commissions. The first 15% goes to the advertising agency and the second to WTS. Of the latter, one-third is estimated to absorb transcription cost, one-sixth represents a promotional fund and the balance is commission to WTS.

Asserting that World produces what he believes to be highest quality transcriptions, Mr. Deutsch defined the processes involved in WBS operations. Complete equipment has been changed four times during the last decade while studios have been changed twice to keep abreast of latest innovations, he said.

Under cross-examination by Mr. Funkhouser, he asserted he felt a requirement eliminating phonograph records for broadcast would prove a hardship on small stations. When Mr. Funkhouser asked whether the public should be protected against records which are not made exclusively for broadcast purposes, he said the matter might be settled in the future by copyright owners and recording artists.

Mr. Deutsch declared a regulation establishing a standard minimum quality for transcriptions might be good but he did not know how one could be invoked. In the case of library services, he said such a standard might have to be lower than the highest standards today because many transcription companies would not be in a position to make the heavy investment in studios and facilities required for production of highest quality transcriptions.

In response to the stock question by Mr. Funkhouser of all transcription witnesses regarding continuation, abrogation or modification of the existing regulation requiring announcement of a transcription program as such before and after rendition, Mr. Deutsch said his first suggestion would be for its abolition. Secondly, he said, if that could not be done, the requirement of announcement at the start of the program should be eliminated because it is "discriminatory" and because it permits the listener to "pre-judge" a transcription.

Compares Disc and Network Advertising

If the announcement requirement were limited to the sign-off, Mr. Deutsch declared, it would enable the manufacturer of good transcriptions to identify the quality of his programs and help build up that phase of the business. All in all, he declared, it would accomplish what the FCC apparently is trying to develop in the transcription field.

Mr. Deutsch agreed with the FCC counsel that, when the transcription announcement rule was promulgated years ago, it was because phonograph records rather than transcriptions were used for broadcast purposes and that there was a vast difference in quality. He said, however, that he did not think such a distinguishing announcement was necessary today from the public standpoint. Mr. Funkhauser observed that among others, the "labor unions" are opposed to elimination of the announcement.

Contrary to previous testimony of transcription witnesses, Mr. Deutsch said that in his opinion networks and transcriptions "are not at all competitive in the wide sense." He explained that there are two types of national advertising, broadly speaking, one the type which uses magazine display and the other newspaper. Magazine advertising, he said, is comparable to network business whereas the transcription phase, being more flexible, compares to the newspaper type of advertising. In the case of transcriptions, advertisers can take advantage of variables such as sea-

AN INSURANCE
Policy
WTIC
HARTFORD

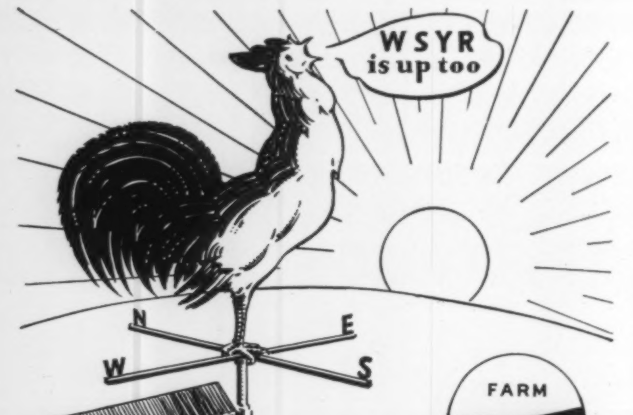
A GOOD policy pays good dividends. Experience proves that a *Sales Policy* from WTIC, as well as the other progressive Stations we represent, insures

Results That Count!

WEED AND COMPANY

NEW YORK • CHICAGO • DETROIT • SAN FRANCISCO

Radio Station Representatives



Here's Why—

Thousands of folks demand it. 41.6% of the population in WSYR's rich region are farmers who are up early and who listen *early and often*. This bonus of listeners is a plus for you: You sell the urban market of Syracuse and with it one of the prime farming regions of the East . . . when you use WSYR.

WSYR
SYRACUSE

570
Kc.

Who are Radio Sponsors?
MEN

What programs are of interest to men?

NEWS

Let the industry standardize its news periods at FIFTEEN MINUTES PAST THE HOUR EVERY THREE HOURS THROUGHOUT THE U. S. A. IN ALL TIME ZONES, providing a *DEFINITE* man's program at a *DEFINITE* time and gain the *INTEREST OF MEN* who pay the BILLS OF RADIO.

KGVO
CBS Affiliate

5000 w. Day **Missoula**
1000 w. Night **Montana**

Newscasts daily every three hours at fifteen minutes past the hour.

sonal business, problems of distribution and time of day. On a network, on the other hand, a minimum number of stations must be employed simultaneously, he pointed out.

Questioned regarding WTS, Mr. Deutsch explained that under the rate structure, Class A stations in the Gold Group retain what amounts to 70% of their established rates while the medium stations retain 65% and the smaller stations 60% of card rates. Asked whether this compared to the average network of 30% retained by affiliates, Mr. Deutsch said that he was not familiar with that, but did not feel that WTS was competitive with the networks since affiliated stations can be members of WTS in addition to their network operations.

Considers Off-the-Line Problem Secondary

Regarding off-the-line recordings, Mr. Deutsch said that WBS does not have a line into NBC and has never asked for permission to take programs off the line. Unlike other transcribers, he said, he has had no trouble in that connection though some years ago an advertiser wanted WBS to do the recording of an NBC program, and when NBC said it was contrary to its established policy he did not press the point.

"We do not believe this an important part of our business," he said' "It is supplmental. While we like to have that business, it is only secondary." He said WBS maintains lines into CBS and WOR.

Commissioner Walker inquired whether CBS would adopt a policy similar to NBC's on refusal of off-the-line recordings when it acquired WBS. Mr. Deutsch said the matter had never been discussed but that he could not conceive of it being a "serious factor". The high quality of WBS transcriptions, he said, should be attractive to advertisers who desire that type of service.

Moreover, Mr. Deutsch declared he did not see a big future for off-the-line recordings because of union developments. Musicians and talent must be paid double, under existing announcements, and the costs are so great that it would hardly warrant advertisers placing any extensive off-the-line recordings with stations supplementary to the regular networks.

Chairman McNinch, who entered the hearing late, inquired about

(*Continued on page 72*)

WBNX
NEW YORK . 1000 WATTS DAY AND NIGHT
The station that speaks your language!

With programs based on population characteristics WBNX affords a specialized and intimate approach to the 6,982,635 foreign residents of Metropolitan New York whose annual spendable income reaches as high as $5,000 per family.

METROPOLITAN STATION
COSMOPOLITAN AUDIENCE

TRIES AIRWAVES
And Enjoys Success, So Soap Firm Renews

FEDERATED SOAP & CHEMICAL Co., Omaha, reports outstanding success from its first try at radio on KOWH (formerly WAAW), Omaha. The sponsor, manufacturing drain opener compound, started on KOWH with five-minute daily dramas with a tag line leading into a brief commercial, also taking full advantage of the stations merchandising service of posters, window displays and dealer letters.

When the contract was renewed recently, with the sponsor ordering "repeats" in large quantities of the merchandising material at his expense and considering transcribing the KOWH shows for other local stations, the president of the company declared the radio campaign alone was responsible for "unbelieveable" dealer acceptance and dealer cooperation. Observing that distribution of the product is almost 100% in local stores, he continued that the toughest grocery chain took the line after tuning in on three of the dramas, while a prospectus of the KOWH merchandising campaign persuaded a large drug distributor to push the drain opener.

WJSV Goes to AFRA

STAFF announcers of WJSV, Washington, have resigned in a body from the American Guild of Radio Announcers and Producers, independent union, to join American Federation of Radio Artists, AFL talent union, according to AFRA headquarters in New York. AFRA will shortly start negotiating with the station management for a new contract to replace the present one, which expires this June, it was stated. Negotiations of AGRAP for revisions in its contract with CBS covering the staff announcers and producers at WABC, New York, have been commenced.

ACA Signs WNBF

CONTRACT covering the four technical employes of WNBF, Binghamton, N. Y., was signed April 1 between the station and the American Communications Association, CIO union. In addition to the usual provisions for closed shop, hiring through the union, dismissal only with union consent, 40-hour five-day week, time-and-a-half for overtime plus $1 supper money, sick leave and two weeks annual vacation with pay, seniority rights, technical staff to make up its own schedule, the contract calls for flat salaries of $35 weekly and for the station to employ a minimum of four engineers. Contract runs until April 1, 1940, and is automatically renewed unless 30 days previous notice is given.

GILLETTE Safety Razor Co., Boston, on April 17 starts a 26-week campaign of quarter-hour programs on WHN, New York, featuring re-enactments of important plays of the three major league baseball teams of New York. The program, *Today's Baseball*, will be heard seven times weekly from 7:15 to 7:30 p. m. with Bert Lee giving the play-by-play descriptions. Maxon Inc., New York, placed the account.

Minnesota Dunk

THE annual April Fool's Day Doughnut Dunking Festival, held by WCCO, Minneapolis, at the Hotel Nicollet of that city, drew a crowd of more than 1,800 ardent dunkers. Promoted by Clellan Card, WCCO announcer, for the last two years, the party is held in connection with the *Almanac of the Air* program, sponsored by Northrup King & Co. (seeds), while the last half of the program is sponsored by the Western Grocers' *Jack Spratt News*, announced by Bill Wiggington. The dunkers were obliged to arise exceptionally early as Mr. Card asked them to come at 7 to 7:30 a. m.

"The Crystal Specialists Since 1925"
SCIENTIFIC
LOW TEMPERATURE
CO-EFFICIENT CRYSTALS
Approved by FCC
Two for $75.00
$40 Each
Supplied in Isolantite Air-Gap Holders in the 550-1500 Kc. band. Frequency Drift guaranteed to be "less than three cycles" per million cycles per degree centigrade change in temperature. Accuracy "better" than .01%. Order direct from—
Scientific
RADIO SERVICE
124 JACKSON AVENUE
University Park
HYATTSVILLE, MARYLAND

FEELIN'
ANY GAINS
FROM
FISH
TRAP (KY.)?

Fish Trap, Kentucky, is a *town*, all right—but you won't find it on your sales map (*nor* on WAVE's map, either!). WAVE covers the *Louisville Trading Area*, and that's what really makes Kentucky important! Use WAVE to cover the *important* area alone—and *save* what you'd pay for anything else beyond! Our data book is *full* of revelations about this rich, essential market. Would you like a copy?

An N. B. C. Outlet

NATIONAL REPRESENTATIVES: FREE & PETERS, INC.

STATION
WAVE
INCORPORATED
LOUISVILLE, KY.
1000 WATTS . . . 940 K. C.

Peterson Reintroduces Network Program Ban On Stations Over 50 Kw.

REP. PETERSON (D-Fla.), on April 3 reintroduced his bill (HR-5508) to amend the Communications Act of 1934 to ban network programs on any station having over 50 kw. power. The same measure was introduced last session by Mr. Peterson.

Stating the bill was drafted in cooperation with the Florida Association of Broadcasters, Mr. Peterson said it is designed to protect the operators of small broadcast stations "from the unfair competition of larger and wealthier network affiliated stations and to protect such small stations from the necessity of carrying programs that they cannot afford and do not desire in order to meet competition."

Introduced near the end of last session, the measure was not considered by the House Interstate & Foreign Commerce Committee. The Florida congressman explained he introduced the bill at this session just prior to leaving for a trip to Florida and had not had the opportunity to ascertain the attitude of the FCC or obtain any ideas of when it would be considered by the House committee. He said, however, that he intended to confer shortly with FCC officials and Committee Chairman Lea (D-Cal.) on these points.

Katz Survey Indicates Farm-Mindedness Trend

AN INCREASE of "farm-mindedness" on the part of both broadcasters and advertisers is apparent, according to The Katz Agency, which recently circularized the stations it represents about their farm service activities. Responses show an increased number of programs, both sustaining and commercial, which are designed especially for the rural audience, according to D. H. Denenholz, who is using the returns to supply Katz salesmen with up-to-date information on the stations' farm following for presentation to advertisers interested in reaching the rural market.

Supplementing station coverage data and such information as the number of tractors, horses and mules and other farm equipment and livestock owned by farmers within the stations' primary areas, the Katz organization now has information on each station's agricultural programs, sponsors, future plans along this line and affiliations with agricultural schools, farm papers, farmer organizations and state and national departments of agriculture.

Esso's Additions

ESSO MARKETERS (Esso motor oil), during the last three months has added the following list of stations to those carrying the five-minute United Press news broadcasts 24 times weekly: WIS WCSC WFBC WPAR WBLK WNOX WDOD WLAC WREC KLRA KTBS WJBO WWL WSYR WLBZ WDRC and WCSH. Marschalk & Pratt, New York, handles the account for the Marketers who are made up of Colonial Beacon Oil Co., Standard Oil Co. of New sylvania, and Standard Oil of La.

Growth of the Disc Industry

(Continued from page 71)

CBS acquisition of WBS. Responding to his questions, Mr. Deutsch said that under the proposed contract, he would remain as president for three years. When the chairman asked him whether this was a "guaranteed tenure", Counsel Burns interrupted to observe that while the contract had not been entered he assumed it would carry the customary clause for termination for cause. He then explained that he had entered into a stipulation with Mr. Funkhouser regarding the sales contract and Chairman McNinch observed that he did not desire to go "behind the stipulation".

Mr. Funkhouser inquired about CBS' recent acquisition of American Record Co., concerning which Mr. Deutsch said he had some knowledge. It was agreed that a witness representing CBS should be called on that phase of the company's activity, probably during the April 17 week. Mr. Deutsch explained that American Record Co. manufactures recordings for home use and has only engaged in broadcast transcriptions to a limited extent.

So far as he is aware, Mr. Deutsch said, it is the intention of CBS to keep present WBS contracts in force. He added he did not know whether CBS would seek to prevent independent transcription companies from employing its studios and that such matters must be determined by CBS as policy.

Langlois Tells of Public Domain Service

C. O. Langlois, president of Langlois & Wentworth, independent transcription production firm dealing exclusively in public domain music, appeared April 13. Under questioning by Mr. Funkhouser he described his firm's development of a transcribed library service of tax-free music.

Discussing the public domain-copyright music situation, Mr. Langlois declared that although there was from 25 to 33% more public domain music in the United States than elsewhere and copyrighted music amounted to only about 20% of the world supply, tax-free music was relatively scarce because it was so difficult to unearth. Langlois and the NAB both have been active in digging out an adequate supply, he said, making it available with new arrangements as good radio fare.

Exploitation being necessary to establish commercial value for a song, composers and publishers are anxious that radio "plug" their wares through broadcasts, he said, though this places the radio industry in the position of popularizing music so the composer and publisher can benefit economically and then paying for this privilege under ASCAP requirements. He pointed out that the ASCAP contract, which he described as particularly burdensome to the small operator, provides that a station must in reality pay for even its use of tax-free music under the flat levy of 5% on station revenue.

Describing the recent arrangement by which Langworth took over the projected NAB public domain library service, Mr. Langlois said future plans encompassed a rise in transcribed material from Langworth's present 100 hours to 300 hours, depending on an increase in clients. Since March 11 some 35 stations have signed for the joint NAB-Langworth Library service, he said.

Points to Improvement In Quality of Discs

Regulation of some sort would aid the industry and improve public service, he declared, although he said he was uncertain as to just what form regulation should take, whether by the Government or by the industry itself. Rule 176 should be abolished, he added, since its reason for being has failed, due to the development of transcribed productions of a standard equal to live programs. Observing that the art has "improved infinitely" in the last two years, he said a concerted attempt would be made to raise quality of transcriptions even higher if competition between recorded and live programs is reduced to a strictly merit basis.

Concluding with a discussion of the transcription industry's labor and talent problems, Mr. Langlois declared that the effect of AFM demands insofar as transcriptions are concerned, has been to give employment to a smaller number of the same musicians formerly employed at a higher rate of pay, but actually reducing the nuber of jobs available.

J. R. Poppele, testifying for the WOR Recording Service, wound up this phase of the inquiry April 13. Questioned by WOR Counsel Frank Scott and Mr. Funkhouser, the WOR chief engineer declared that the station does not restrict the transcription activities of outside transcription firms in its studios, pointing out that programs for transcription were fed to a large number of concerns, among them World, AMP and Brinckerhoff. He stated the only compensation to WOR for making its programs available was a service charge amounting to a minimum of $10 per "feed".

WOR's transcription activities, which he said produced only about $25,000 revenue in 1938, the best year to date, include both regular commercial transcriptions, using the station's production facilities, and recorded shortwave pickups from foreign countries or programs conflicting with the established schedule.

Stratton Benefit

WHEN the Chicago Cubs and White Sox play their benefit game April 17 for Monty Stratton, former Sox pitcher whose leg had to be amputated as a result of a hunting accident, the Texas Co. will donate the amount it would ordinarily pay WCFL, Chicago, for station time, sportscaster fees, etc. WCFL donates its time, and the account's agency, Buchanan & Co., donates its copy. As BROADCASTING went to press it was understood that sponsors on other Chicago stations were arranging similar donations.

WBNS, Columbus, owned by the *Columbus Dispatch*, has purchased an RCA ultra-high frequency facsimile transmitter and contemplates publishing a regular facsimile edition experimentally.

Three Days to Learn

PAUL PIERCE, CBS Hollywood announcer recently added a new milestone of accomplishment to his record. He was assigned to broadcast from a glider during the Southern California Gliding and Soaring Championships at Bakersfield, Cal., on April 8. Pierce met with difficulty when the FCC ruled that a licensed engineer must accompany him to operate the shortwave equipment he was to wear on his back. Since the glider couldn't support the pilot, an engineer and himself, Pierce did the next best thing. For three days he "crammed" on engineering facts and passed the FCC test, receiving a radio telephone operator's license, third class and was his own engineer during the broadcast over the CBS Pacific network.

From Abroad

SERIES of exchange programs advertising the New York and London markets to British and American exporters will begin April 23 between WMCA, New York, and International Broadcasting Co. of London, operating commercial broadcasting through Radio Normandie in Paris. The arrangement provides for exchanging broadcasts weekly, the first program, to be heard April 23 through Radio Normandie from 10:30-10:45 p.m., a recorded WMCA program featuring Lee Grant and his orchestra with Alice Breese as soloist. The Radio Normandie broadcasts on WMCA are to begin during the week of May 1, and will be heard regularly on Saturdays. All the programs will be specially transcribed and shipped to the stations via the *Queen Mary* and *Normandie*.

* * *

Peninsular Drive

"TO PROMOTE the distribution of products, encourage industry and make jobs," Southern Brewing Co. is sponsoring *Forward Florida* on WFLA, Tampa. In a series of 26 programs 20 different Florida cities and towns have been saluted. Microphones have been set up in 14 different towns, and via WFLA's mobile unit interviews have been carried with each city's mayor and business leaders.

* * *

Citizenship Problems

ANYONE with problems relating to citizenship is invited to mail questions to the thrice-weekly WPA *American Citizenship Court* series, heard Mondays on WHOM, Jersey City, and Tuesdays and Thursdays on WEVD, New York. Such inquiries are answered without charge by the Naturalization Air Unit of the WPA Adult Education Program, and also form a foundation for the broadcasts.

* * *

Hick Among the Slick

ADVENTURES of a rural character coming to the big city are depicted by Glen Wilmer Douglass, as Uncle 'Bijah, on *The Yankee Philosopher from Punkin Center*, new feature on WTAG, Worcester, Mass.

Gaumont - British Plans Theatre Installations of Television in New York

PLANS for installation of television receiving apparatus in several Broadway motion picture theaters have been anounced by Arthur A. Lee, vice-president of Gaumont-British in this country, who said that negotiations were under way with a number of theater owners and predicted that May 15 will see the first theater television in New York. I. C. Javal, commercial director of Baird Television, an affiliate of Gaumont-British, and a staff of television engineers are bringing Baird theater receiving equipment to this country the end of April.

Idea for these American installations followed the successful theater reproduction of BBC's telecasts of the Oxford-Cambridge boat race and the Boon-Danahar prizefight in three London theaters. So well were these telecasts liked by the theater audiences that Gaumont-British is putting this equipment in its theatres as rapidly as the Baird factory can turn it out, and expects to have 150 English picture houses equipped by May 1. Pictures are reproduced on a screen 12 x 15 feet in size, said to give clear vision from any part of the theater.

Television will be an added feature to the regular movie programs of the theaters, Mr. Lee explained, and no attempt will be made to present full programs of television images.

British Cinematograph Exhibitors Assn., national organization of English motion picture theatre operators, and the Kinematograph Renters Society, representing film distributors, have jointly petitioned the English Postmaster General to allow the establishment of a television transmission system independent of that of the BBC, for reception exclusively by theatres equipped with the Baird large screen receivers, according to Isidore Ostrer, chairman of Gaumont British.

Sarnoff Sends Greetings To 50 kw. CBC Station

GRATITUDE that the United States and Canada do not have to regard a border radio station "as an instrument of nationalistic and hostile propaganda" was expressed on April 8 by David Sarnoff, president of RCA, in an address on a program inaugurating CBC's new 50,000 watt station CBA, located at Sackville, N. B. Mr. Carnoff's speech, originating in NBC's studios in New York, was heard on CBC but not over United States stations.

"There are some nations in the world today," said Mr. Sarnoff, "where the installation of a powerful radio transmitter in a nearby country would not be welcome. It would be viewed with suspicion and distrust, as an instrument of nationalistic and hostile propaganda. Happily, no such spirit exists between the citizens of Canada and the United States."

BORDEN DAIRY Co., New York, on May 8 starts *Painted Dreams*, five weekly morning script show on WGN, Chicago, written by Kay Chase and placed by Young & Rubicam, N. Y.

AIRLINE OPENING
Covered by WQIM and Fed To Vermont Hookup

INAUGURATION of non-stop airline service of Canadian Colonial Airways between New York and Burlington, Vt., was covered by WQDM, St. Albans, Vt., April 1 at the first scheduled flight-stop at Burlington, with exclusive coverage of the plane's arrival at the airport and interviews with passengers, among them Mayor LaGuardia of New York.

Later, at a luncheon commemorating the maiden flight, WQDM originated the broadcast of Mayor LaGuardia's speech for a statewide hookup including WCAX, Burlington, WDEV, Waterbury, WNBX, Springfield, and WSYB, Rutland, under sponsorship of Vermont Transit Co., agents for Canadian Colonial. Hays Adv. Agency, Burlington, handled the account.

Big Store Schedule

OKLAHOMA's largest department store, the John A. Brown Co., Oklahoma City, recently made its biggest splurge in radio advertising by contracting for sponsorship, six days a week from 7:30-8:30 a. m., of *The Coffee Club* on KOCY, Oklahoma City, starting April 15. In addition the store also has contracted for a five-minute night news strip across the board. Claimed to be the largest block of time to be sponsored on any Oklahoma City station, the daily hour show also marks the sponsor's first use of radio to any great extent. *The Coffee Club*, built around recordings, with time announcements every five minutes and frequent weather and temperature reports, also features a newscast at 8 a. m., and is handled by Norman Rogers.

Scholl To Use 18

SCHOLL MFG. Co., Chicago (foot remedies), on April 17 starts *World Fair News*, a daily five-minute news program of happenings at the New York World's Fair, on WMCA, New York. The firm is also using thrice weekly five-minute shows on KEHE, Los Angeles; WFBL, Syracuse; WWJ, Detroit. Series will be expanded to approximately 18 stations, according to Presba, Fellers & Presba, Chicago agency.

More National Advertisers used CHNS last year than ever before. Now is the time to make sure of summer bookings.

CHNS
HALIFAX, N. S.
THE KEY STATION OF THE MARITIMES

Additional coverage provided at no additional cost by our shortwave station CHNX

McCullagh, Brockington Settle Canadian Dispute

CBC CHAIRMAN L. W. Brockington and the *Toronto Globe & Mail* publisher, George McCullagh, have settled the dispute caused by the CBC refusal to allow the publisher either a national or private network in January, but not before Mr. McCullagh told the Parliamentary Radio Committee at Ottawa on April 4 that he was discriminated against because his paper favored the abolition of the annual $2.50 license fee.

A joint statement was issued following the evidence given by McCullagh in which it was stated that "after a frank discussion of matters which have obviously been the subject of some misunderstanding between the undersigned and some difference of opinion, we both desire that no further public reference be made to the recent incident. In arriving at this decision, the Canadian Broadcasting Corp. desires to assure Mr. McCullagh that it had no intention to treat him otherwise than with complete impartiality, and believes that he, on his part, was actuated by a sense of public obligation in the course he pursued."

CMX Using 10 Kw.

IN AN ITEM regarding the shift of the NBC outlet in Havana from CMG to CMX in BROADCASTING, March 15, it was incorrectly stated that CMX operates with a power of 200 watts. Francisco A. Lavin, operator of CMX states that since Jan. 15 the station has been operating with 10,000 watts on a frequency of 880 kc., following the recent installation of new RCA equipment, including a directional antenna which concentrates the CMX signal on eastern Cuba and prevents interference with U. S.

WFIL Reports Upswing

THE year 1939 will be a banner one for WFIL, Philadelphia, if billings for the first quarter are indicative of the full 12 months, according to Manager Roger W. Clipp, who announced a 63% increase in the number of advertisers using the station on April 1 as compared to Jan. 1 and a corresponding increase of 72% in dollar volume for the same period. Mr. Clipp attributes WFIL's gains to a quickening of activity in all sales fields—network, national spot and local—with the latter up 35% to pace the way. This increase in local business was particularly significant because it brought with it five local advertisers who had never before used WFIL and three who had never used radio.

WDRC
"THE ADVERTISING TEST STATION IN THE ADVERTISING TEST CITY"
HARTFORD, CONN.

$40,000,000
Is spent in Connecticut yearly by vacationists, alone! Definite sales are assured when you use WDRC to reach this large, potent market!

BASIC STATION OF COLUMBIA BROADCASTING SYSTEM
National Representatives
PAUL H. RAYMER COMPANY

SPRING
INTO
SUMMER

SPRING into Summer *now* with a campaign to reach our "Friendly Family" of 1,500,000 Italo-Americans! And that's just what Progressive Advertisers are doing so that they become welcome *guests* with our "Friendly Family," which summers with us daily!

WOV
NEW YORK
1000 WATTS

THE INTERNATIONAL BROADCASTING CORP.
NEW YORK

WBIL
NEW YORK
5000 WATTS

Equipment

RCA MFG. Co. has announced a new 5 kw. deluxe transmitter identified as 5-DX in an elaborate brochure released in mid-April. Claiming a number of exclusive new features, the transmitter is modernistic in appearance and "streamlined", being functionally styled and especially adapted to air-conditioning. It includes a "finger-tip" control console and uses air-cooled metal-anode tubes.

THAT Kansas State College of Agriculture & Science, Manhattan, Kan., pioneer television experimenter, intends to abandon the lower shortwave visual band and turn to the ultrahigh frequencies, was indicated in an application filed with the FCC to change its W9XAK from 2000-2100 kc. to 42000-56000 kc. and reduce power from 125 to 100 watts. The only other licensees of the 2000-2100 band are W9XK of the University of Iowa, which also operates on the ultrahighs, and W9XG of Purdue U.

A NEW phase monitor (2-A) to facilitate the adjustment of directional antenna arrays, developed by Bell Laboratories, is announced by Western Electric Co. The device, designed to permit stations using directionals to correct phase relationship and magnitude of radio frequency current in each antenna tower, will provide a basis for determining the radiation pattern of the station, it was said. The monitor weighs 43 pounds and mounts on a standard rack, measuring 15¾" high by 7½" deep. Internal parts are mounted upon a steel panel. It employs four vacuum tubes, all of which operate 25% below normal ratings.

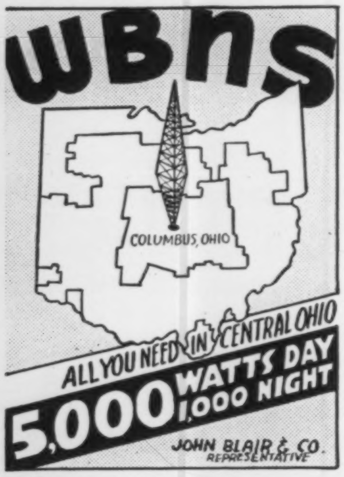
MUSICRAFT Records Inc., 10 W. 47th St., New York, has issued a folder describing its new line of Duralite instantaneous recording blanks, together with price list.

ALLEN B. DuMONT Laboratories, Passaic, N. J., announces two new cathode ray tubes for television use. One is a five-inch intensifier type, 54-11-T, with or without intensifier electrode. The second is a nine-inch teletron type, 94-11-T, made only with the intensifier electrode. Both have black and white screens.

RAY SCHROEDER, chief engineer of KMA, Shenandoah, Ia., has completed a 14-page brochure on engineering standards, supplementing the manual of practice developed by Owen Saddler, production manager.

KFRO, Longview, Texas, has purchased a Gates 6R remote conditioner to use in play-by-play broadcasts of baseball games, and an RCA 77B unidirectional microphone for studio use.

GREEK government has invited American manufacturers of radio broadcasting equipment to submit proposals for installation of a 10 kw. station at Salonika and a 5 kw. station at Jannina, according to a report to the Commerce Department from the American commercial attache at Athens. The proposed stations are to be used to relay programs from the 15 kw. station at Athens which has been operating since the middle of 1938. The Greek government desires that quotations list separately the cost of the survey in connection with construction and installation charges.


WBNS
COLUMBUS, OHIO
ALL YOU NEED IN CENTRAL OHIO
5,000 WATTS DAY 1,000 NIGHT
JOHN BLAIR & CO. REPRESENTATIVE

WHN
FIRST IN NEW YORK! ✱
(THE WORLD'S RICHEST MARKET)
THIRD IN THE UNITED STATES!
As BILLBOARD PROVES WHN TO BE 1ST IN EXPLOITATION
So ADVERTISERS' SALES PROVE WHN TO BE 1ST IN RESULTS
WHN
1540 BROADWAY
NEW YORK CITY
DIAL 1010

★ RESULTS OF BILLBOARD'S SURVEY OF THE NATION ON *EXPLOITATION!*

FITTING UP a "50" is the subject of conversation between Charles Topmiller (left), WCKY chief engineer and Joseph A. Chambers, of McNary & Chambers, Washington consulting engineers. They are looking over plans for WCKY's new 50,000-watt RCA transmitter, now being installed, and expected to be ready for operation this summer. Mr. Chambers is consulting engineer supervising installation of the Cincinnati outlet.

New Television Station Is Planned by Don Lee

DON LEE Broadcasting System, Los Angeles, will erect a television station on one of the highest peaks overlooking Hollywood if a deal now in negotiation is consummated. Thomas S. Lee, president, on April 10 revealed plans for the construction of a new transmitter on a 20-acre site above Hollywood, in the Hollywoodland hills. The peak, with an elevation of 1,700 feet, is second highest in the Los Angeles area. Negotiations for the Rancho Providencia acreage, also known as the Mack Sennett estate, are being carried on by Lewis Allen Weiss, vice-president and general manager of Don Lee.

Don Lee network is operating W6XAO, its television transmitter, on a five-day weekly schedule and has been carrying on experimental activity in Los Angeles for nine years. Effective radius of coverage is estimated at more than 30 miles. It is estimated there are more than 150 television receivers, many of them assembled by amateurs, in the Los Angeles area.

FIRST non-radio concern to apply to the FCC for a television construction permit is the May Department Stores Co., Los Angeles, which seeks a 1,000-watt outlet to operate in the 60,000-86,000 kc band.

KALORAMA Laboratories Inc., 168 Coit St., Irvington, N. J., has applied to the FCC for a 500-watt television station, visual only, to operate in the 2,000-2,100 kc. band.

KFRU

●

COLUMBIA, MISSOURI

A kilowatt of power on 630 kc. daytime with 500 watts at night.

A Sales Message over KFRU Covers the Heart of Missouri

●

DuMont Plans to Build New Television Stations In New York, Washington

WIDENING of its proposed television activities was indicated by Allen D. DuMont Laboratories, Inc., Passaic, N. J., in applications with the FCC April 8 asking for new stations in Manhattan and Washington. At the same time, DuMont asked that its W2XVT at Passaic be authorized to add the 60,000-86,000 band and increase both its sight and sound power to 5,000 watts.

The applications ask for 1,000 watts on 60,000-86,000 kc. for a transmitter at 515 Madison Ave., New York, and for 1,000 watts on 42,000-56,000 and 60,000-86,000 kc. at 14th & F Streets in Washington. In addition an application was filed for a portable mobile television transmitter of 50 watts power, using the 60,000-86,000 and 156,000-162,000 kc. bands.

The DuMont organization, hitherto primarily engaged in the manufacture of cathode ray tubes, has the capital backing of Paramount Pictures.

Television Is Not Ready, Zenith Informs Dealers

COMDR. Eugene F. McDonald Jr., president of Zenith Radio Corp., on April 7 addressed a notice to 60,000 radio dealers throughout the country in which he reiterated his view that television is not ready for the public since "even Government television standards are not yet established".

Comdr. McDonald asserted that Zenith's visual station, W9XZV in Chicago, is already operating daily as the only FCC licensed television outlet in the Chicago area. "Today Zenith's television receivers are loaned, not sold," he added. "Zenith is ready—but television is not . . . Zenith believes it is unfair to the public and knows it is unfair to the dealers to ask them to finance the television industry's experiments. Radio dealers have been penalized and punished by premature television publicity starting last fall. Prospects were led to believe that television would cover the country overnight. Zenith will not break faith with its dealers. When Zenith believes television is ready for general use in the store and the home, Zenith will supply you with television receivers and not before."

Zenith's Television

CHICAGO'S first high definition television broadcast was transmitted March 30 from the television studios of Zenith Radio Corp. over W9XZV. Receiving sets of the firm's officials were located within a radius of 12 to 15 miles from the transmitter atop the Zenith plant at 6001 Dickens Ave. The quarter-hour program featured the *Hoosier Sod-Busters* of WLS, Chicago, with Don Kelley of WLS as m.c. According to J. E. Brown, chief television engineer of Zenith, the 441-line transmission was highly successful. Zenith will not televise on a regular program schedule, but will continue its experiments, he said.

WGN, Chicago, estimates that a million persons have visited its studios since the preview on Sept 22, 1935. Studio One of the half-million dollar Gothic structure seats 588.

in the CONTROL ROOM

LYNNE C. SMEBY, chief engineer of WXYZ, Detroit, has resigned. He has not announced future plans. S. W. Edwards, former radio inspector in Detroit, has been retained by King-Trendle Broadcasting Corp. as consultant.

ROBERT M. MORRIS, NBC development engineer, is the father of a girl born March 30.

LAWRENCE BRUNES, of Minneapolis, has been appointed chief engineer of the new WJMC, Rice Lake, Wis.

WILLIAM OLSEN, graduate of Midland Television Inc. training school in Kansas City, is now an operator with KOAM, Pittsburgh, Kan. Jarviss Screws, from the same school, is with WQBC, Vicksburg, Miss.

J. H. BAILEY has been named chief engineer of WHBB, Selma, Ala., and John Yarns also has joined the engineering staff.

AL OUGHTON, engineer of KTSA, San Antonio, is the father of a girl born recently.

EDMOND DAYTON, control operator, has resigned from WICC, Bridgeport, Conn.

RICHARD FIELD LEWIS, chief engineer of KFXM, San Bernardino, Cal., and Mrs. Lewis are the parents of a son, David Parkerfield, born recently. Mr. and Mrs. Lewis shortly will leave California for Fredericksburg, Va., where he will operate a newly-authorized local station.

WILLIAM HAMRICK and Guy Beard recently joined the technical staff of WWNC, Asheville, N. C.

RONALD OAKLEY, KGER, Long Beach, Cal., technician, is the father of a boy born March 29.

Philco Video Tour

PHILCO'S mobile television unit, first demonstrated in Miami, New York and Washington [BROADCASTING, March 15, April 1] is now on tour in what Philco Radio & Television Corp., Philadelphia, describes as its "television caravan." The itinerary included Baltimore, Boston, Pittsburgh and Cleveland in latter March and early April, and is scheduled for Detroit, April 18-21; Chicago, April 25-28; Milwaukee, May 2; Minneapolis, May 5; St. Louis, May 9. Demonstrations are given in collaboration with local distributors under the direction of Albert F. Murray, Philco chief television engineer, assisted by Charles Stec, Norman Young and R. J. Bowley.

C & J Tests on 3

C & J AUTO PRODUCTS, Kansas City (motor conditioners), on April 10 started a test campaign of thrice-weekly 15-minute musical shows on WEW, St. Louis; WHBL, Sheboygan; KSOO, Sioux Falls. Presba, Fellers & Presba, Chicago, is agency.

Battery Account

BURGESS BATTERY Co., Toronto, started on April 1 a Canada-wide campaign of three weekly dramatized transcriptions to run during April, May and June. Richardson-Macdonald Adv. Service, Toronto, and Scarlett Adv. Co., Winnipeg, handled the account.

RESOURCEFUL was Chris Wood Jr., NBC turf commentator, when sudden, driving rains drenched the Springdale track at Camden, S. C., during the running of the historic Carolina Cup steeplechase. He pulled a thin, waterproof tobacco pouch from his pocket and fitted it over the mike. The race was broadcast by a hookup of WIS, Columbia, and WCSC, Charleston.

TO TELEVISE FDR
At Official Opening of the New York Fair

PRESIDENT Franklin D. Roosevelt will inaugurate the country's first regular high-definition television service as he delivers the opening address at the New York World's Fair April 30, NBC has announced. A telecast of the Chief Executive as he addresses in person an audience of Fair visitors and by radio the audiences of all nationwide - networks will enable him to be seen as well by owners of television receivers in the New York metropolitan area.

Space has been reserved for NBC's iconoscope cameras in the newsreel section, about 40 feet in front of the rostrum before the Federal Building at the Fair. Images will be carried by coaxial cables to NBC's mobile television vans and relayed from there to the Empire State transmitter for broadcasting. Beginning with this program, NBC will broadcast sight programs on a regular schedule of two one-hour evening broadcasts a week.

AFRA Loses KWK Plea

NATIONAL Labor Relations Board recently announced dismissal of a petition by St. Louis Local, AFRA, for certification of representatives of employes of Thomas Patrick Inc. at KWK, St. Louis. The NLRB action was based on a secret ballot election held Jan. 6, 1939, resulting in a 12 to 7 count against the AFL union.

Fire Wrecks Station

FIRE on April 2 wrecked the plant of CKGB, Timmins, Ont., and that of the *Timmins Daily Press*, causing the station to be off the air two days. Damage to the station and printing plant, both owned by Roy Thompson, who had just returned from a three-month holiday in Europe, was estimated at $200,000. The entire broadcasting equipment and two transcription libraries were damaged. Auxiliary equipment, including some for the new 1,000-watt transmitter to be installed soon, were utilized at new quarters in the Sky Bldg., enabling the station to return to the air early April 4.

WHK Is Fourth Member Of MBS Facsimile Net

WHK, Cleveland, on April 8 joined the MBS facsimile network as its fourth station. Network, composed of WGN, WOR and WLW, began operations March 11 [BROADCASTING, March 15] and broadcasts each Saturday from 2 to 3:30 a. m. each station contributing a portion of the network transmission, which utilizes the Finch system. WHK broadcasts facsimile programs for an hour each day, beginning at 2:30 a. m. and its ultra-high frequency facsimile station, W8XE, broadcasts two hours a day, 2:30-4:30 p. m.

Columbia University's graduate journalism school, working with WOR, is studying type styles, sizes and make-up to determine the kind of printed material best suited for facsimile transmission and reception from the points of view of both broadcaster and set-owner.

ASSOCIATED RECORDED PROGRAM SERVICE

Quality Programs for Commercial and Sustaining Uses.

25 West 45th Street
New York City

FINCH FACSIMILE SYSTEM
PATENTED & PAT'S PEND'G.

LEADS THE WAY

FIRST to open the NEW field in "Home" Facsimile broadcasting.

FIRST SYSTEM placed in actual operation by the MAJORITY of MAJOR facsimile broadcasting stations.

FIRST to PERFECT automatic, fully visible, continuous feed "HOME" recorders, requiring neither liquids nor carbon transfer sheets.

FIRST to develop an automatic selective syncronizing method which permits "HOME" facsimile recording in all AC or DC power areas.

FIRST to open the NEW field in facsimile broadcasting for AIRCRAFT, POLICE, and other mobile services. Demonstration by appointment. Call Circle 6-8080.

FINCH
TELECOMMUNICATIONS
LABORATORIES, INC.
1819 Broadway, New York City

Follow SPORTS FOR MORE SALES

with Walt Lochman on KMBC, the sports station of Kansas City

WALT LOCHMAN

★—winner national baseball announcer popularity contest, 1936

★—winner George Trautman Trophy, 1938

★—Play-by-play announcer for Kansas City Blues Baseball Games on KMBC, 1939

NOW AVAILABLE

Walt Lochman in "Dugout Dope," five-minute spot preceding afternoon baseball games, and two KMBC Sportscasts — 6:10* and 9:40 P. M.

*5:55 May 1st

Call your nearest Free & Peters office, or

KMBC OF KANSAS CITY

The Program Building and Testing Station

Caught in Conference

(CLIENT AND AGENT)

BROADCASTING
Broadcast Advertising
READY FOR DELIVERY
WHO
YEAR BOOK
DIESEL

Carl H. Arbenz, President, Hemphill Diesel Schools, Los Angeles (seated) and R. H. Alber, President, R. H. Alber Co., Los Angeles. Hemphill Diesel Schools, using a long list of stations, are located in New York, Chicago, Boston, Detroit, Memphis and Seattle.

Says Mr. Arbenz: "Our national spot radio business, placed through the R. H. Alber Co., requires a good deal of accurate up-to-the-minute information about stations and markets. So it's easy to realize why Mr. Alber always keeps recent copies of BROADCASTING, and the YEARBOOK, on hand for ready reference."

Nearly **ONE** *of every* **TWO** *copies of* **BROADCASTING** Broadcast Advertising *goes to a time buyer*

Neighborhood Papers Carry Detroit Radio News

WITH the three daily newspapers in Detroit all having eliminated their radio news columns, readers are turning to neighborhood papers for the chatter and gossip news formerly furnished them by the metropolitan publications.

Albert Jacoby, known in the Midwest as "Radio Jake" through his work as a radio interference engineer for a score of stations, is furnishing these papers with a two-column 10-inch column titled "Radio Headlines".

In all, 21 newspapers with a circulation of over 1,000,000 weekly are carrying the column, including every neighborhood paper of consequence in Detroit. Indicative of the reader interest in the column was the result of a popular announcer contest staged recently. Over 25,000 post cards were received with individual choices noted.

Lorillard in Summer

P. LORILLARD Co., New York, will use a half-hour weekly network program in a summer campaign for Sensation cigarettes and Muriel cigars. Larry Clinton and his orchestra will be featured in the series, to be broadcast Monday evenings from 7:30 to 8 on a 57-station NBC Red hookup, beginning July 3. For Deity cigarettes the same sponsor has recently purchased all time signals, about 100 a week, broadcast on WQXR, New York. Lennen & Mitchell, New York, places the Lorillard advertising.

Religious News Scripts

RELIGIOUS News Service, New York, announced April 12 its entry in the radio news field with introduction of a 15-minute religious news script called *The Religious News Reporter* to present the highlights of the week's religious news of all faiths. The program will be available for local sponsorship. The service for the last five years has distributed religious news to daily newspapers nationally. Everitt R. Clinchy is director, and Dr. Robert A. Ashworth, Louis Minsky and Norman McKenna are the editors.

FIRST sponsorship for Muzak Corp. wired service of music, news and time signals has been signed with L. N. Renault & Sons, New York, for Renault Wines. Company will sponsor time signals, 16 times a day, six days a week, for 52 weeks, through White-Lowell, New York.

ROY A. GARDNER, engineer of WXYZ, Detroit, since 1931, on April 11 was named chief of the engineering staff, succeeding Lynne C. Smeby, who has resigned.

WOL
WASHINGTON, D. C.
1,000 Watts
DAY & NIGHT
Affiliated With the Mutual Broadcasting System
1230 KC.

Tenth Institute at Ohio State to Hear Forum on Radio Education Techniques

TECHNIQUES of education by radio will again be discussed by educational and commercial broadcasters at the tenth annual Institute for Education by Radio to be held May 1-3 at Ohio State University under the direction of Dr. W. W. Charters, director of the Institute and head of Ohio State's Bureau of Educational Research, and J. Keith Tyler, the Institute's secretary. The conference will get under way with a round-table on "The Place of Radio in a Democracy" conducted by members of the faculty of the University of Chicago along the lines of its network broadcasts.

The afternoons of May 1 and 2 will be devoted to work-study groups, with these subjects and chairmen:

Agricultural Broadcasts, G. Emerson Markham, agricultural director, WGY, Schenectady.

School Broadcasts, A. S. Barr, professor of education, University of Wisconsin.

Radio Courses in Colleges and Universities, H. L. Ewbank, department of speech, University of Wisconsin.

Research in Radio Education, J. Wayne Wrightstone, associate director, Evaluation of School Broadcasts, Ohio State U.

Educational Uses of Facsimile, Ultra-High Frequency and Recording, Ellsworth Dent, director, educational department, RCA Mfg. Co., Camden.

Broadcasts for General Education, Cesar Saerchinger, American Historical Assn., New York.

Broadcasting by Community Service Organizations, Byron B. Williams, program supervisor, WOSU, Ohio State U.

Round Tables

A series of round-table discussions set for the night of May 2 includes these subjects and leaders:

Dramatic Programs, Earle McGill, casting director, CBS, New York.

Forum Programs, Allen Miller, University Broadcasting Council, Chicago.

Handling Controversial Issues, John Royal, NBC vice-president in charge of programs.

Public Relations Broadcasts, Karl Berns, assistant secretary, Ohio Education Assn., Columbus.

Radio Workshop, Larry Roller, educational director, WHK-WCLE, Cleveland.

Training School Directors of Radio, William D. Boutwell, director, radio project, U. S. Office of Education.

Princeton Study, Paul Lazarsfeld, New York.

Wisconsin Study, Lester Ward Parker, Madison, Wis.

Evaluation of School Broadcasts, I. Keith Tyler, Ohio State University.

Special Problems

Sections on special problems are listed for the opening night, May 1, as follows: National Assn., of Educational Broadcasters, Carl Menzer, University of Iowa; NAB, Neville Miller; Utilization of School Broadcasts, Harold W. Kent, director, radio council, Chicago board of education; Adult Education by Radio, Lyman Bryson, chairman, CBS Adult Education Boards; Music Programs, Alton O'Steen, research associate in music, Evaluation of School Broadcasts, Ohio State U.

A demonstration of the utilization of a classroom broadcast will be given the morning of May 2 by a student group under Mrs. Helen Moore, teacher in the Detroit public schools. Comments on the demonstration will be heard from Sterling Fisher, CBS *American School of the Air;* Franklin Dunham, NBC educational director; Joseph Ries, WLW's *Nation's School of the Air;* Louis E. Raths, Bureau of Educational Research, Ohio State U. Presiding officer will be Judith Waller, NBC central division educational director.

Three talks will be heard the final morning, May 3, in the session presided over by W. I. Griffith, director of radio, Iowa State College. They are: Effect of Radio on Listener Attitudes, R. R. Lowdermilk, Ohio State U.; Professional Training in Great Britain, Philip Cohen, production director, educational radio project, U. S. Office of Education, New York; How School Broadcasting Units Study Their Listeners, Tracy F. Tyler, college of education, Minnesota U.

At the final afternoon session May 3 Belmont Farley, director of publicity for the National Education Association, will preside. At that time will come the announcement of winners in the Institute's third "American Exhibition of Recordings of Educational Radio Programs".

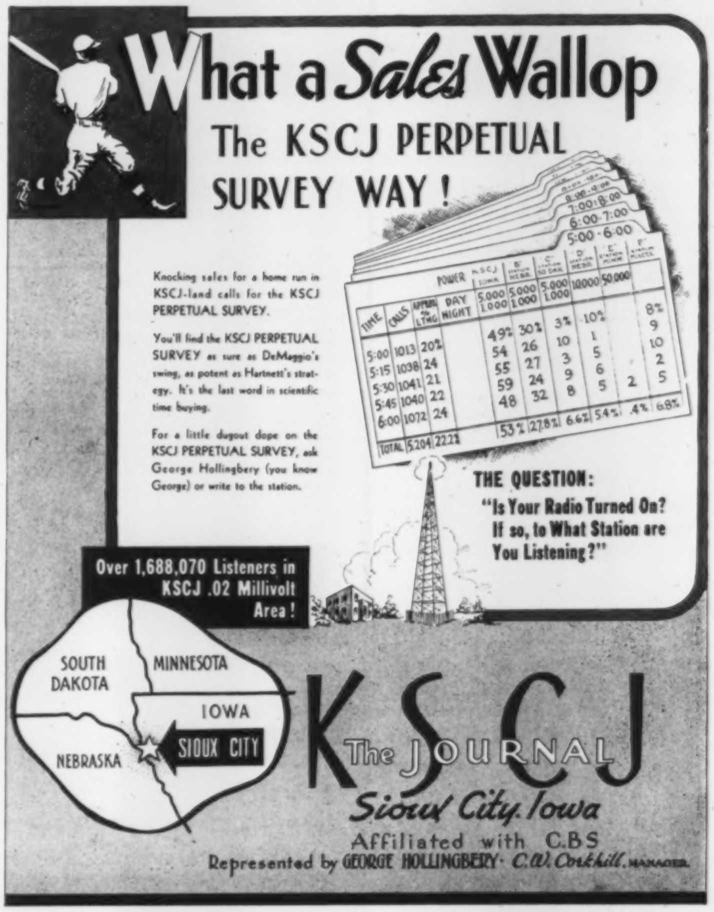
WIBW's Open House

MORE THAN 10,000 visitors were accommodated by WIBW, Topeka, from April 2 to 8 during its celebration of "Open House Week" officially dedicating its new $70,000 transmitting facilities. Souvenir post cards showing the studio building were given all visitors.

RCA Fair Dedication

RCA on April 20 will formally dedicate its exhibit at the New York World's Fair and will televise the event as well as broadcast it on NBC-Red. Present will be Grover Whalen, Fair president; David Sarnoff, RCA president, and Lenox R. Lohr, NBC president, as well as other officials and public figures. The same day RCA will show its new line of four television models in the RCA offices for the benefit of dealers, and will also divulge the prices to be charged for the sets when they are placed on the market with the Fair opening.

WFBL
SYRACUSE
Brings AMOS 'N ANDY to Central New York
WFBL continues to bring the cream of the program crop to Central New York. And the station carrying the cream of the programs is the one which brings home the bacon to advertisers. Get your share of this rich WFBL market. Wire or write . . .
WFBL
Syracuse, N. Y.
or Free & Peters, Inc.
National Representatives


What a *Sales* Wallop
The KSCJ PERPETUAL SURVEY WAY!

Knocking sales for a home run in KSCJ-land calls for the KSCJ PERPETUAL SURVEY.

You'll find the KSCJ PERPETUAL SURVEY as sure as DeMaggio's swing, as potent as Hartnett's strategy. It's the last word in scientific time buying.

For a little dugout dope on the KSCJ PERPETUAL SURVEY, ask George Hollingbery (you know George) or write to the station.

			POWER	KSCJ IOWA	"B" STATION NEBR	"C" STATION SO DAK	"D" STATION NEBR	"E" STATION MINN	"F" STATION [illegible]
TIME	CALLS	APPRX % LTNG	DAY NIGHT	5,000 1,000	5,000 1,000	5,000 1,000	10,000	50,000	
5:00	1013	20%		49%	30%	3%	10%		8%
5:15	1038	24		54	26	10	1		9
5:30	1041	21		55	27	3	5		10
5:45	1040	22		59	24	9	6		2
6:00	1072	24		48	32	8	5	2	5
TOTAL	5,204	22.2%		53%	27.8%	6.6%	5.4%	.4%	6.8%

THE QUESTION:
"Is Your Radio Turned On? If so, to What Station are You Listening?"

Over 1,688,070 Listeners in KSCJ .02 Millivolt Area!

KSCJ
The JOURNAL
Sioux City, Iowa
Affiliated with C.B.S
Represented by GEORGE HOLLINGBERY · C. W. Corkhill, MANAGER

XUM

WCPO's NBC Program

WCPO, Cincinnati, independent station owned by Scripps-Howard, on April 12 carried an NBC program for the first time through the friendly cooperation existing with WCKY. When Roy Howard, Scripps-Howard chairman of the board, was scheduled for a talk over NBC from Paris on the international situation, WCPO asked permission to carry the program at the same time as WCKY, NBC outlet, which was readily agreed to by L. B. Wilson, WCKY president and general manager.

REPLACING *Amos 'n' Andy* in the 7-7:15 p. m. spot on NBC-Red is *Mr. District Attorney*, a dramatic serial created and written by Phillips H. Lord, who also plays the title role. Program started April 3, date Campbell Soup Co. moved the famous blackface team to CBS.

On Bridle Paths

AT LOCAL stables in and near Chicago, Harry Creighton, sports commentator of WAAF, that city, interviews riders, transcribes the interviews and broadcasts them the following Sunday morning. Quarter-hour series called *Bailey's Radio Horse Show* is sponsored by Bailey's Inc., Chicago, whose slogan is "everything for the rider but the horse". Sponsor will soon start a contest for the best novice rider. Grand prize: A horse, complete with saddle and bridle. Judges will be chosen from members of the Chicago Town and Equestrian Assn.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY and CHAMBERS
Radio Engineers
National Press Bldg. Nat. 4048
Washington, D. C.

There is no substitute for experience
GLENN D. GILLETT
Consulting Radio Engineer
982 National Press Bldg.
Washington, D. C.

PAUL F. GODLEY
Consulting Radio Engineer
Phone: Montclair (N. J.) 2-7859

JOHN BARRON
Consulting Radio Engineer
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington, D. C.
Telephone NAtional 7757

PAGE & DAVIS
Consulting Radio Engineers
Munsey Bldg. District 8456
Washington, D. C.

HECTOR R. SKIFTER
Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

A. EARL CULLUM, JR.
Consulting Radio Engineer
2935 North Henderson Avenue
Telephones 3-6039 and 5-2945
DALLAS, TEXAS

RCA
WORLD WIDE WIRELESS
FREQUENCY MEASURING SERVICE
Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.
MEASUREMENTS WHEN YOU NEED THEM MOST
at any hour every day in the year
R. C. A. COMMUNICATIONS, Inc.
Commercial Department
A RADIO CORPORATION OF AMERICA SERVICE
66 BROAD STREET NEW YORK, N. Y.

Permit Held Terminated With Death of Partner

HOLDING that the death of one of the partners legally dissolved the partnership, to which it had issued a construction permit for a new station, the FCC on April 4 dismissed an application of Hunt Broadcasting Association, Greenville, Tex., for a modification of CP approving transmitter site. As a result the group planning to erect KGVL in that community, with 100 watts daytime on 1200 kc., finds the CP itself automatically terminated.

Fred E. Horton, publisher of the *Greenville Banner*, who died June 29, 1938, was one of the partners who secured the new station grant in May, 1937. The others are J. L. Collins, local hotel owner, and Nobel Young, merchant. They proposed to construct the station as originally planned by the group, but ran into legal complications when WOAI, San Antonio, operating on 1190 kc., filed objections and raised the legal point that no partnership existed due to Mr. Horton's death.

Handling Radio Rights

RADIO Rights Clearing House, a new firm to handle radio rights for magazine stories, has just been formed in New York by Henry Doherty, formerly with Cook & Doherty, publicity agents. The organization is tying up with leading publishers of pulp magazines to sell air rights for their serial fiction. The firm is located at 11 E. 48th St.; telephone, Plaza 5-0969.

CLASSIFIED ADVERTISEMENTS

Help Wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close 25th and 10th of month preceding issues.

Help Wanted

NATIONAL RADIO EMPLOYMENT BUREAU wants experienced salesman, announcers, operators and other employees, except talent. Complete information free. PARAMOUNT DISTRIBUTORS. Box 864, Denver, Colorado.

Experienced continuity man with announcing ability for Southern Station. Give full experience, age, references, salary expected. Box A331, BROADCASTING.

Wanted: experienced, responsible, sober salesman with auto for rural area selling in Wisconsin. Opportunity to handle remotes, announce, and build clientele in towns of ten & fifteen thousand population. Commission & drawing account. Send references. Box A337, BROADCASTING.

Situations Wanted

Top-notch sales producer for two of nation's top-notch stations. Nine years in national and regional time sales. Likes "tough jobs". Knows New York agency-advertiser field intimately. Do you need this man? Box A335, BROADCASTING.

Employed commercial manager seeks change. Consider commercial management local or regional. Manage local. Experienced. Capable. Outstanding record. Care Box A333, BROADCASTING.

First class phone and second class telegraph. Graduate Dodge Radio Institute Engineering and Servicing. Code on typewriter. Twenty-two years old and single. Box A336, BROADCASTING.

Management — Production — Programming: 6½ years radio. All phases. Networks. Production, programming, continuity, sales, promotion, announcing, management. 25 years old. 100 ideas to sell. Employed. Wants change to 250-1000 watter with opportunity to advance on merit. Club man, mixer. Midwest preferred. Excellent references. Box A316, BROADCASTING.

Radio Coordinator ten years radio executive, ten years advertising agency experience. Can create and sell. Wide national contacts. Now located. Desires change. Box A317, BROADCASTING.

Experienced Station Manager desires to purchase or operate local station on salary and percentage basis. Prefer Midwest or West Coast. Can make investment. Box A318, BROADCASTING.

Instructor-Announcer: Teach announcing, dramatics, produce programs. Studio-complete announcerial duties. Box A330, BROADCASTING.

Experienced Announcer desires position with small station. Can write continuity and assist in selling. Voice recording available. Box A319, BROADCASTING.

PROGRAM DIRECTOR. Can build up programs of small station all local or medium size with available free time. Programs to attract listeners . . . musical . . . civic . . . stunts . . . special features . . . programs that will sell. Excellent references. Permanence and stability more important than large salary. Box A307, BROADCASTING.

Sports announcer wants Baseball assignment. Handle studio utility, references, recordings available. Box A329, BROADCASTING.

Situations Wanted (Cont'd.)

Young lady desires connection with small progressive advertising agency or radio station. Seven years experience secretarial, time buying, talent booking, talent management. Familiar with show business in general. Best references. Now employed. Box A320, BROADCASTING.

Manager, prefers Southeast, 7 years experience announcing, selling, programming. Can make small station pay and grow. Presently located Metropolitan New York. Available short notice. Box A321, BROADCASTING.

Experienced announcer desires position with progressive network outlet or local station. Audition recording on request. Box A322, BROADCASTING.

Announcer-Licensed Operator, now employed as combination man, desires change. Very good announcer. Excellent references. Transcription available. Box A323, BROADCASTING.

Production man, ten years' experience, production, programming, promotion, writing. Employed, but wants to make change. Married. Will accept small salary. Box A165, BROADCASTING.

Young experienced operator wants a better future. Now employed in network station, but available at once. Licensed. Address Box A324, BROADCASTING.

Announcer—3 years experience, commercial work, newscasts, sports, continuity, programs. Voice recording. Box A325, BROADCASTING.

Radio Operator: 10 years licensed Telegraph and Telephone 1st Class. Three years ship and shore station operation. Four years factory and field servicing. Box A326, BROADCASTING.

Chief engineer seeks new affiliation. Graduate of leading university with degree of B. S. in Electrical Engineering. Have constructed several stations up to 50 Kw. Capable of design and construction of smaller apparatus. Extensive network operation experience both national and regional. Excellent record. References from leading broadcasters and network officials. Box A327, BROADCASTING.

Commercial or sales promotion manager. Complete background, outstanding record. Experience in National field. Prefer position in South or Midwest. Box A328, BROADCASTING.

NEWS! Thoroughly experienced newscaster and commentator with good educational and travel background. Now employed, seeking better opportunity. Can also handle announcing, interviews, commercial continuity, special feature programs, sales promotion. Box A306, BROADCASTING.

EXPERIENCED newspaper reporter, radio editor and broadcast news commentator, with excellent record of writing and producing continuities for leading agencies, networks and stations, seeks place with station or agency. Knows radio from every angle, particularly Chicago and Middle West. Age 34, married, best of references. Box A332, BROADCASTING.

Wanted to Buy

Second Hand Portable Turntable Reproducer adaptable to 33 1/3 and 78 R.P.M. Box A334, BROADCASTING.

Studio Notes

CARLOS U. BENEDETTI, formerly of the Colombian Consulate in San Francisco and recently secretary of the Colombian Legation to the Holy See in Rome, has been added to the NBC staff operating the General Electric shortwave transmitter on Treasure Island, San Francisco. He and Juan Trasvina, on leave from the KPO-KGO sound department, have charge of shortwave broadcasts to Latin America, along with Emerson Smith, announcer, who has charge of the early morning shortwave broadcasts between 4 and 7 a. m. (PST) when *NBC Thesaurus* recordings are broadcast to the Orient from the fair.

KMA, Shenandoah, a few days after its play-by-play broadcast of the Iowa State Basketball Tournament, carried a remote broadcast of the one-day celebration in Creston, Ia., for the town's state championship team. Using its mobile shortwave unit, KMA covered the celebration parade, introduction of the team, and several addresses, including one by Frank Phillips, chairman of the board of Phillips Petroleum Co. and one-time Creston basketball player.

KGKO, Fort Worth, made a 175-mile remote pickup of the 13th annual Wichita Mountains Easter Sunrise Pageant from Lawton, Okla. April 8. The broadcast was handled by Announcers Thaine Engle and Bill Hood, with the technical setup under direction of R. C. Stinson, chief engineer, assisted by Bruce Howard and Elliott Maersch.

LEADING firms in the Intermountain area are invited to submit historical material to be used in preparing the *Builders of Utah* series on KDYL, Salt Lake City, in charge of George Snell, program director. A business is saluted each week.

THE fifth consecutive sunrise broadcast from the Shrine of the Ages, Grand Canyon, was broadcast Easter Sunday by KTAR, Phoenix, Ariz., and fed to NBC Red and Blue. Arthur C. Anderson, chief engineer and announcer, and J. Howard Pyle, program director, were in charge.

WBBM, Chicago, has started a twice-daily news service for patrons of the Wrigley Restaurant, mecca of local radio and advertising men. A two-page news bulletin is distributed at breakfast and lunch, written under the direction of Buck Weaver, head of the WBBM news room. WBBM uses UP and INS news services.

THROUGH the medium of "documentary" radio, WMCA, New York, and other stations of the Intercity System presented a half-hour program on April 9 which provided a complete roundup of Easter Sunday on Fifth Avenue from sunrise to sunset. Events were documented during the day on portable recording equipment installed in a WMCA radio car, cruising the avenue with Nancy Turner interviewing people in New York's traditional Easter Parade. At the studio, the recordings were cut and reassembled so that the program from 8-8:30 p. m. could present the activities of the entire day.

WTAR, Norfolk, elaborately covered the arrival of the U. S. Fleet at Hampton Roads April 13, with one announcer boarding the *California* as she entered the Virginia Capes, another in a plane cruising overhead, and a third with a mobile unit from the Norfolk Naval Base, all keyed to a central point on the beach front, where the entire program was relayed to the studios in downtown Norfolk by land line. John Morgan, Eddie Andrus and Gene Marshall handled the shortwave assignments, with Lee Chadwick at the key station. Arrangements were made with the Navy Department by program director Henry Whitehead and the broadcast was supervised by Technical Director J. L. Grether.

KEX, Portland, using the longest leased wire hookup ever obtained by an Oregon station for a sports broadcast—2,294 miles—brought its listeners a play-by-play account of the University of Oregon's victory over Ohio State and its winning of the national intercollegiate basketball title. The game was broadcast direct from the Northwestern fieldhouse at Evanston on March 27 by Lynn Brandt, NBC announcer.

SIX PAGES of the April issue of *Typo Graphic*, Pittsburgh graphic arts trade monthly, are devoted to "A Little Journey Through KDKA", by Edwin H. Stuart, editor. A description of the station's operations is given, along with pictures of Manager Sherman D. Gregory, the antenna, and the first KDKA broadcast. The cover consists of a relief map of the KDKA market area. Many of the advertisements in the magazine pay tribute to the station.

THE *Bible Broadcaster*, Sunday morning devotional service, has been renewed on WHO, Des Moines, for the third year starting April 9. The first quarter-hour originates in WHO studios, with a pastor conducting the service, and the remaining 45 minutes is heard by remote control from the Gospel Center in St. Louis, conducted by O. B. Bottorff.

INS has reported the following new subscribers to its news service: WHAS, Louisville; WWSW, Pittsburgh; WKEU, Griffin, Ga. Yankee Network, the service's first client, recently renewed INS for five years.

WLW, Cincinnati, on April 14 started broadcasting its *Boone County Jamboree* coast-to-coast on MBS, Fridays, 10-10:30 p. m. (EST).

WHLS, Port Huron, Mich., has been so successful in its model home promotion that Jack Gresley, the sponsor, is enlarging the program. Two more model homes will be built, with Fred Knorr making radio tours three times a week. The contractor, previously radio shy, is opening a subdivision and using most of his advertising budget for radio.

WPEN, Philadelphia, is broadcasting the daily log of a goodwill plane now en route to Haiti from Philadelphia. The plane, "The Goodwill Spirit of the American Negro", is making the trip to consolidate the trade and economic relations of the American and Haitian Negroes. The trip, sponsored by the Citizens & Southern Bank & Trust Co. of Philadelphia, started April 5 and will take 22 days. Material covering the experiences of the pilot and two passengers on the flight is wired daily to WPEN.

KGVO, Missoula, is featuring a bi-weekly educational program, *Campus Congress*, which originates on the campus of Montana State University. The program is planned and produced by the Associated Students' Organization and presents informal discussions of current topics by typical students, under direction of James N. Holm, speech instructor.

(U.P.)

THE MARK
OF ACCURACY, SPEED
AND INDEPENDENCE IN
WORLD WIDE NEWS
COVERAGE

UNITED PRESS

PROSSER MANAGING KTHS, HOT SPRINGS

Mr. Prosser

JOHN I. PROSSER, broadcaster and advertising executive, has taken over general management of KTHS, Hot Springs, Ark., with the resignation of Steve A. Cisler, Jr., who in latter March resumed management of WGPC, New Albany, Ind., in which he holds a financial interest.

Mr. Prosser was named by the board of governors of the Chamber of Commerce of Hot Springs, which owns the station, by unanimous vote. Last associated with KGKO, Fort Worth, as its eastern representative, Mr. Prosser formerly was with NBC, in its program department, and with WWJ, Detroit, as program manager. He also served with WLW-WSAI as continuity editor and as an executive of WSAI. Now operating with 10,000 watts on the 1060 kc. channel, Mr. Prosser announced upon assumption of the station's management, that it was the ultimate aim of the station to acquire 50,000 watts and that steps already are being taken in that direction.

Mr. Prosser said McNary & Chambers, consulting engineers of Washington, have been authorized to make immediate surveys regarding a suitable site for a new 50 kw. transmitter. No changes in KTHS personnel are contemplated, he said.

Rutherford Hookup

WATCH TOWER Bible & Tract Society, Brooklyn, is arranging with stations throughout the country for a special hookup to carry the speech on June 25 by its head, Joseph F. Rutherford, from Madison Square Garden, New York, from 4 to 5 p. m. (EDST). A total of 22 stations had been signed when BROADCASTING went to press. According to Sidney Weiss, of the Acorn Agency, New York, which handles the account, more than 100 stations will carry the broadcast.

THE FCC has dismissed with prejudice the application of W. B. Greenwald, operator of KWBG, Hutchinson, Kan., for a new local station on 1370 kc in Topeka.

WWNC
ASHEVILLE, N. C.

Full Time CBS Affiliate
1,000 Watts

●

The Only Blanket Radio
Coverage of Prosperous
Western North Carolina

"The Quality Market
of The Southeast"

KEX
MARKET
REPORTS
...SELL AMERICAN
PRODUCE SERVICE
BUTTER

● Using KEX, American Produce Company of Portland, Oregon has broadcast market reports 6 days a week for the past 5 years. These up-to-the-minute prices on eggs, butter, poultry and livestock have been extremely successful. Produce trucks operating in the KEX area are nearly 100% equipped with radios to receive this information to guide them in their service to the community.

American Produce Company considers its commercial announcements a distinct service to the entire farm audience as well as to dairymen and poultrymen. J. W. Savinar, speaking for American Produce, says: "We are most gratified with the results obtained from the rural and farm audience through our advertising on station KEX."

KGW
620 KC
5000 WATTS DAYS
1000 WATTS NIGHTS
NBC RED

RADIO STATIONS OF THE
OREGONIAN
PORTLAND • OREGON

KEX
1180 KC
5000 WATTS
CONTINUOUS
NBC BLUE

Representatives
EDWARD PETRY & CO. INC., New York, Chicago, Detroit, San Francisco, Los Angeles

ACTIONS OF THE

FEDERAL COMMUNICATIONS COMMISSION

MARCH 31, TO APRIL 13, INCLUSIVE

Decisions . . .

APRIL 1

MISCELLANEOUS — KROY, KFI, Patrick Henry Bcstg. Co., Thumb Bcstg. Co., granted orders take depositions; NEW, Monocacy Bcstg. Co., Rockville, Md., granted motion in part to continue hearing, 5-15-39; KSO, Des Moines, hearing postponed to 5-29-39 on applic. Gazette Co. for new station in Cedar Rapids, Ia.; NEW, C. T. Sherer Co., Worcester, Mass., hearing continued to 6-1-39; KCKN, Kansas City, granted petition intervene WREN applic.; NEW, Oregon Bcstg. System, Grants Pass, Ore., granted dismissal without prejudice applic. CP; KHSL, Chico, Cal., granted petition intervene Martin K. Calaway and Harry S. Hooper, Marysville, Cal.; NEW, Samuel M. Enison, Vincennes, Ind., granted petition intervene applic. Vincennes Newspapers Inc.; NEW, WJMS, Ashland, Wis., granted continuance hearing to 6-1-39; WBIG, Greensboro, N. C., granted dismissal without prejudice applic. increase power etc.; WCOA, Pensacola, Fla., granted dismissal without prejudice applic. increase power etc.; KTSW, Emporia, Kan., granted continuance hearing to 5-12-39.

APRIL 3

KYOS, Merced, Cal.—Granted consent assign. license to Merced Bcstg. Co.

NEW, Drolich Bros., Sedalia, Mo.—Granted CP 1500 kc 100-250 w unl.

NEW, Pinellas Bcstg. Co., St. Petersburg, Fla.—Granted CP 1370 kc 100-250 w unl.

WSJS, Winston-Salem, N. C.—Granted CP move locally, new trans., antenna, increase D to 250 w.

NEW, Fredericksburg Bcstg. Corp., Fredericksburg, Va.—Granted CP 1260 kc 250 w D.

SET FOR HEARING—KUTA, Salt Lake City, CP move trans., increase power etc.; WIBC, Indianapolis, mod. license to ltd.; WSPA, Spartanburg, S. C., mod. license to 1120 kc 500 w 1 kw D unl.; KALE, Portland, Ore., CP move trans., increase power etc.

KTKC, Visalia, Cal.—Granted CP new trans., antenna 1190 kc 1 kw unl. provided there is no interference with KFPY.

KWNO, Winona, Minn.—Granted mod. license 1200 kc 100-250 w unl.

MISCELLANEOUS — NEW, Greenville Bcstg. Co., Greenville, N. C., denied reopening record re applic. Nathan Frank, New Bern, N. C.; KRKO, Everett, Wash., order to take depositions; NEW, Cabarrus Bcstg. Co., Concord, N. C., denied as in default applic. CP 1370 kc 100-250 w unl.

APRIL 4

NEW, Hunt Bcstg. Assn., Greenville, Tex.—Dismissed applic. mod. CP 1200 kc 100 w D.

MISCELLANEOUS — WROL, Knoxville, granted mod. CP re trans. site, radiator; WHIO, Dayton, granted license change equip.; KFDA, Amarillo, Tex., granted mod. CP change trans., radiator; WBBR, Brooklyn, granted mod. license to Watchtower Bible & Tract Society Inc.; KGCA, Decorah, Ia., denied temp. auth. operate in April under license granted March 6 pending compliance with Rule 131.

APRIL 6

MISCELLANEOUS—KTBS, Shreveport, La., oral argument set for 4-27-39; Lillian E. Keifer and Paul J. Gollhofer, Brooklyn, denied revocation of temp. auth. granted WWRL to use former time of WMBQ, as well as temp. auth. operate WMBQ on assignment previously held by Metropolitan Bcstg. Corp., and granted petition of Long Island Bcstg. Corp. to extend that date of provision (3) of Commission order of 12-5-38 cancelling mod. license mailed 6-16-38 to Long Island Bcstg. Corp. was extended 90 days from 4-5-39.

APRIL 7

MISCELLANEOUS — KOAC, Corvallis, Ore., granted pet. take depositions; KMA, Shenandoah, Ia., granted motion dismiss without prejudice CP change antenna etc.; WIBW, Topeka, granted pet. intervene W. B. Greenwald; NEW, M & M Bcstg. Co., Marinette, Wis., pet. for decision in lieu of findings re applic. referred to Commission en banc; KOY, Phoenix, Ariz., granted pet. intervene M. C. Reese; NEW, M. C. Reese, Phoenix, granted order take depositions; WCNW, Brooklyn, granted petition accept and consider amended applic. for facilities WWRL as well as WMBQ; WBBC, Brooklyn, granted pet. accept late filing of reply brief; NEW, W. B. Greenwald, Topeka, dismissed with prej. applic. CP 1370 kc 100-250 w unl.; KOY, Phoenix, granted motion for clarification of issues re applic. mod. license.

NEW, James Louis Bloom, Jr., Brooklyn—Denied as in default applics. CP experimental stations.

APRIL 10

KHSL, Chico, Cal.; KVCV, Redding, Cal.—Granted consent transfer control to Ray McClung, Horace E. Thomas and Stanley E. Pratt Jr.

NEW, Citizens Voice & Air Show, Provo, Utah—Granted CP 1210 kc 100-250 w; NEW, Provo Bcstg. Co., denied CP same facilities.

NEW, Radio Enterprises, Victoria, Tex.—Denied CP 1310 kc 100-250 w unl.

NEW, McComb Bcstg. Corp., McComb, Miss.—Granted CP 1200 kc 100 w D.

NEW, Mountain Top Trans Radio Corp., Denver—Denied CP 1310 kc 100-250 w unl.

WAGA, Atlanta—Denied reconsideration and grant without hearing applic. assign license to Liberty Bcstg. Corp., hearing being scheduled for 4-20-39.

APRIL 11

MISCELLANEOUS — WGNC, Gastonia, N. C., granted license new station; WRAL, Raleigh, N. C., granted license new station; WGN, Chicago, granted license move trans., radiator etc.; WMOB, Mobile, Ala., granted mod. CP trans., studio, radiator; CBS, granted temp. auth. transmit to CMCK, Havana.

APRIL 12

MISCELLANEOUS — WWL, New Orleans, granted extension temp. auth. 50 kw pending tests; WTAR, Norfolk, granted extension temp. auth. 5 kw N to overcome interference;

APRIL 13

MISCELLANEOUS — WBAX, Wilkes-Barre, Pa.—Renewal hearing moved to 4-25-39; KRKO, Everett, Wash., deferred depositions re renewal and assignment, and applic. Cascade Bcstg. Co. for CP in Everett.

Proposed Decisions . . .

WBBZ, Ponca City, Okla.—Granted renewal license, and involuntary assignment license to Adelaide Lillian Carrell, execu-

Applications . . .

APRIL 1

WATR, Waterbury, Conn.—License for change freq., power, etc.

WCOV, Montgomery, Ala.—Mod. license D to unl.

KOME, Tulsa—Vol. assign. license to Oil Capitol Sales Corp.

NEW, Samuel M. Emison, Vincennes, Ind.—CP 1420 kc 100 w unl.

APRIL 3

WOSU, Columbus, O.—Mod. license to 1 kw.

WRAL, Raleigh, N. C.—License new station.

KVWC, Vernon, Tex.—CP increase D to 100 w.

KNEL, Brady, Tex.—Mod. license D to unl.

WMFR, High Point, N. C.—CP increase D to 250 w.

WGN, Chicago—License for CP as mod. move trans. etc.

KAST, Astoria, Ore.—License for change in freq., power etc.

NEW, Las Vegas Bcstg. Co., Las Vegas, Nev.—CP 1370 kc 100-250 w unl.

APRIL 7

NEW, Atlantic City Bcstg. Co.—CP 1100 kc 5 kw sharing, amended to specified hours.

WNEW, New York—Mod. license N to 5 kw.

KWOS, Jefferson City, Mo.—Mod. license N to 250 w.

KRE, Berkeley, Cal.—Mod. license N to 250 w.

APRIL 8

NEW, Allen B. DuMont Labs, Manhattan, N. Y.—CP video station 1 kw.

W2XVT, Passaic, N. J.—CP add freq., increase aural and visual to 5 kw.

NEW, Allen B. DuMont Labs, Washington—CP video station 1 kw.

NEW, Kalorama Labs, Irvington, N. J.—CP video station 500 w.

WENY, Elmira, N. Y.—Mod. CP to 100-250 w unl.

NEW, Roy E. Martin, Opelika, Ala.—CP 1310 kc 100-250 w unl.

KWFT, Wichita Falls, Tex.—Mod. CP move trans., studio etc.

WBNO, New Orleans—Vol. assign. license to WBNO Inc.

APRIL 12

WNYC, New York—Mod. license D to spec. hours.

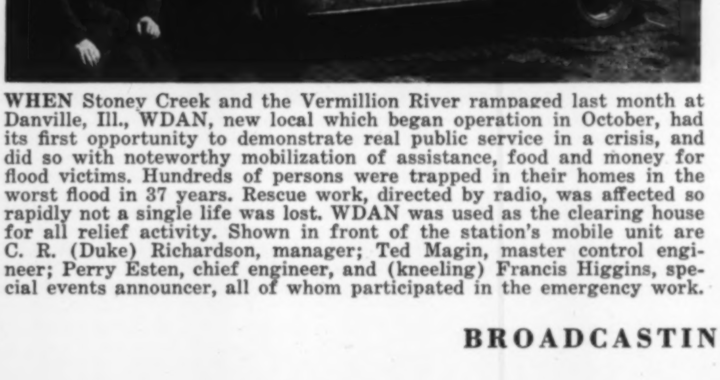
WCNW, Brooklyn—Mod. license to unl., asks WMBQ facilities.

NEW, Travelers Bcstg. Service Corp., Hartford—CP high-freq. station 1 kw unl.

NEW, Louisville Times Co., Louisville—CP facsimile 500 w.

Oklahoma's Run of '89

TREATING the 50th anniversary of Oklahoma's famous "Run of '89" as a modern day special event, WKY, Oklahoma City, on April 22 will originate for NBC-Blue a description of the land scramble which opened up Oklahoma territory for settlement. The show will paint a picture of the start of the run in three widely separated parts of the state by assuming that radio special eventers were on hand at the time. Allen Clark, WKY musical director, has composed an original musical score for the production, which was written by Paul Kennedy and produced by Naiph Abodaher.



WHEN Stoney Creek and the Vermillion River rampaged last month at Danville, Ill., WDAN, new local which began operation in October, had its first opportunity to demonstrate real public service in a crisis, and did so with noteworthy mobilization of assistance, food and money for flood victims. Hundreds of persons were trapped in their homes in the worst flood in 37 years. Rescue work, directed by radio, was affected so rapidly not a single life was lost. WDAN was used as the clearing house for all relief activity. Shown in front of the station's mobile unit are C. R. (Duke) Richardson, manager; Ted Magin, master control engineer; Perry Esten, chief engineer, and (kneeling) Francis Higgins, special events announcer, all of whom participated in the emergency work.

Film Engineering Group To Hear Latest Trends In Television Progress

LATEST developments in television as made by research laboratories and manufacturers, will provide one of the major sessions of the Society of Motion Picture Engineers' annual spring convention at the Roosevelt Hotel, Hollywood, from April 17-21. The television session, to be held the last night of the conclave, will include talks and papers by representatives of the industry, and open forum discussions. Several talks are to be illustrated with films and slides.

Dr. Alfred N. Goldsmith, chairman of the SMPE television committee and a noted authority on radio electronics and engineering, will give his committee's report. L. D. Grignon, chief transmission engineer, Paramount Pictures, is scheduled to read a paper, "Designed Problems in Television Systems and Receivers", written by A. B. DuMont, head of Allen B. DuMont Laboratories, Passaic, N. J. Others scheduled to speak and titles of their topics, as released by the SMPE, are as follows:

"An Introduction to Television Production", H. R. Lubcke, television director, Don Lee Broadcasting System, Los Angeles; "Application of Motion Picture Film to Television", E. W. Engstrom and G. L. Beers, RCA Mfg. Co., Camden, N. J.; "Continuous Type Film Scanner for Television", P. T. Goldmark, CBS, New York; "Television Studio Technic", A. W. Protzman, and "Television Lighting", William C. Eddy, both of NBC, New York.

Television session will be open to all radio technicians and broadcasters.

Directional Tester

TO ASSIST engineers in maintaining the correct electrical relationship between the towers of a directional antenna system necessary to control the coverage area, Western Electric has introduced 2A Phase Monitor, an instrument for measuring the phase and amplitude relations of the currents in the antenna elements so they can be correlated in the field pattern. The device measures 15¾ inches high by 7½ inches deep, weighs 43 pounds and mounts on a standard rack. No adjustments are concealed and all meters may be tested in position. Instrument is said to be of particular value to stations operating with different patterns day and night.

IN ADDITION to asking for the time of the deleted WMBQ, Brooklyn, Arthur Faske, operator of WCNW, Brooklyn, has applied to the FCC for the time allotted to WWRL, Woodside, No. Y. WCNW and WWRL now share time on 1500 kc., but the WMBQ share of time has not yet been allocated by the FCC.

ZNS, Nassau, Bahamas, on 540 kc., was recently increased in power to 1,000 watts. The old 400-watt equipment is being remodeled for use as a shortwave transmitter.

Network Accounts

All time EDST unless otherwise indicated.

New Business

AMERICAN OIL Co., Baltimore, on May 13 only sponsors the *Preakness* race on a split NBC network of 22 stations, 6:15-6:45 p. m. Agency: Joseph Katz Co., Baltimore.

TWENTIETH CENTURY FOX FILM Corp., New York, on May 6 only sponsors *Kentucky Derby* on 90 CBS stations, 6:15-6:45 p. m. Agency: Kayton-Spiero, N. Y.

WESTINGHOUSE ELECTRIC CO., New York, on May 7 starts *Letters Home From the New York Fair* on 73 NBC-Blue stations, Sun., 5:45-6 p.m. Agency: Fuller & Smith & Ross, N. Y.

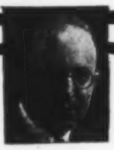
BOWEY'S INC., Chicago (Dari-Rich cholocate drink), on June 4 starts *Swing Newsreel* on 33 CBS stations, Sun., 11-11:30 a.m. (reb. 2:30-3 p.m.). Agency: Sorensen & Co., Chicago.

AMERICAN OIL CO., Baltimore (Amoco gas), on May 1 starts *Edwin C. Hill* on 38 CBS stations, Mon. thru Fri., 6:05-6:15 p.m. Agency: Joseph Katz Co., Baltimore.

PROCTER & GAMBLE Co., Cincinnati (Teel-Drene), on May 1 starts *Midstream* on 52 NBC-Red stations, Mon. thru Fri., 3-3:15 p.m. (EDST). Agency: H. W. Kastor & Sons, Chicago.

C. B. KNOX GELATIN Co., Johnstown, N. Y. (gelatin), on April 21 starts for 10 weeks *Fletcher Wiley* on 6 CBS Pacific network stations (KSFO KIRO KFPY KVI KOIN KARM), Fri., 3-3:15 p. m. Agency: Kenyon & Eckhardt, N. Y.

OLD TRUSTY DOG FOOD Co., Needham Heights, Mass., on April 9 started *Just Dogs* on 3 CBS stations (WEEI, WDRC and WORC), Sun., 5:15-5:30 p. m. Agency: H. B. Humphrey Co., Boston.


MR. E. H. RIETZKE

PRESIDENT OF CREI

Our own "Coast to Coast Network" of CREI men in more than

275 radio stations

. . . is proof that

CREI *training pays!*

- **Chief engineers want men who possess modern technical training. The fact that more than 275 broadcasting stations employ one or more CREI students and graduates is evidence of the respect the industry maintains of this school and the men it trains. Just ask "any engineer" what he thinks of the CREI courses in Practical Radio Engineering — and you'll be convinced that we have the very training you need to get ahead in radio. We'd like to send you details.**

Write for free booklet, "A Tested Plan for a Future in Practical Radio Engineering".

CAPITOL RADIO ENGINEERING INSTITUTE

Dept. B-4 3224-16th St., N.W., Wash., D. C.

CREI

NBC Coast Changes

NEW network option time schedule will be put into effect on several NBC-Blue on the West Coast stations April 30. Time periods have been set for the following hours (EST): 1-6 p. m.; 6:30-7 p. m. and 8 p. m.-12:30 a. m., on weekdays; on Sundays, 1-4 p. m.; 5-6 p. m., and 7 p. m.-12:30 a. m. on KECA, Los Angeles, KEX, Portland, Ore., KFSD, San Diego, KJR, Seattle, and KTMS, Santa Barbara, of the Blue Coast Group, and KLO, Ogden, of the Blue Mountain Group. Periods of time other than these will be station time and clearance on such periods will have to be negotiated.

WAITT & BOND, Newark (Blackstone cigars), on April 4 starts 27 participations in *Yankee Network News Service* on 17 Yankee stations. Agency: BBDO, N. Y.

PURE OIL Co., Chicago (gasoline, motor oil), on April 30 starts *H. V. Kaltenborn*, on 42 CBS stations, Sun., Tues., 10:30-10:45 p. m. Agency: Leo Burnett Co., Chicago.

P. LORILLARD Co., New York (Sensation cigarettes, Muriel cigars), on July 3 starts *Larry Clinton Orchestra* on 57 NBC-Red stations, 7:30-8 p. m. (reb. 10:30-11 p. m.). Agency: Lennen & Mitchell, N. Y.

Renewal Accounts

AMERICAN TOBACCO Co., New York (Lucky Strikes), on May 6 renews *Hit Parade* on 100 CBS stations, Sat., 10-10:45 p. m. Agency: Lord & Thomas, N. Y.

GENERAL FOODS Corp., New York (Sanka), on May 23 renews *We, the People* on 64 CBS stations, Tues., 9-9:30 p. m. Agency: Young & Rubicam, N. Y.

MACFADDEN PUBLICATIONS, New York (True Story), on April 11 renewed *Mary & Bob* and added 18 NBC-Blue stations to make a total of 43 NBC-Blue stations, Tues., 9-9:30 p. m. Agency: Arthur Kudner, N. Y.

NARRAGANSETT BREWING Co., Cranston, R. I., on April 30 renews participations in *Yankee Network News Service* on 16 Yankee stations. Agency: Arthur Braitsch, Providence.

FIRST NATIONAL STORES, Somerville, Mass., on March 27 renewed weekly program on 5 Yankee stations. Agency: Badger & Browning, Boston.

GENERAL ELECTRIC Co., Schenectady (lamps), on April 3 renews *Hour of Charm* on 57 NBC-Red stations, Mon., 9-9:30 p. m. Agency: Maxon Inc., N. Y.

Network Changes

GEORGE A. HORMEL & Co., Austin, Minn. (Spam), changes title of CBS serial to *It Happened in Hollywood*.

LEVER BROS., Toronto, about April 15 starts CBS show *Dr. Susan*, 5 times weekly on the CBC national network, except that CKAC will be the only Quebec station. Agency: J. Walter Thompson Co., Toronto.

GALLENKAMP STORES Co., San Francisco, on March 26 moved *Professor Puzzlewit* on NBC-Pacific Red from Sun., 3:30-4 p. m. to 4-4:30 p. m. (PST).

QUAKER OATS Co., Chicago (Puffed Rice, Wheat), on April 29 shifts *Dick Tracy* to 64 NBC-Red stations, Sat., 7-7:30 p.m. (reb. 10:30-11 p.m.). Agency: Sherman K. Ellis & Co., N. Y.

NATIONAL DAIRY PRODUCTS, New York (Sealtest) on May 1 moves *Your Family & Mine* from NBC-Red to 35 CBS stations, Mon. thru Fri., 2:30-2:45 p.m. Agency: McKee & Albright, Philadelphia.

JUST BEFORE entraining for Dallas and the General Mills sportscasters' conference held there April 2, Vic Rugh, sports announcer of KTUL, Tulsa, showed his public preferences by giving his daughter, Sandra Gene, a box of Wheaties.

May Shift Pall Mall

AMERICAN Cigar & Cigarette Co., New York, is reported to be shifting the Pall Mall program from NBC to CBS early in May, at the same time replacing Eddie Duchin's orchestra with Matty Malneck's, but contract for the change has not been signed. Also indefinite is the summer substitute for Fred Allen on Bristol-Myers Co.'s NBC program. The quiz program, *What's My Name*, is being considered, although it may not be selected because the time immediately precedes another question-and-answer show, *Kay Kyser's College of Musical Knowledge*. Bristol-Myers Co. and American Cigar & Cigarette Co. programs are both placed through Young & Rubicam, New York.

NETWORK CHANGES FOR THE SUMMER

FURTHER summer changes in network programs have been reported since those published in BROADCASTING, April 1:

General Electric Co. on May 29 will stop *Hour of Charm* with Phil Spitalny's orchestra on NBC-Red.

RCA's *Magic Key* closing on NBC-Blue is still indefinite.

Time Inc.'s *March of Time* will sign off NBC-Blue April 28.

General Foods will replace *Jack Benny* on NBC-Red July 2 for the summer with *The Aldrich Family; Kate Smith* program on CBS is now being carried a half-hour later than usual for Pacific Coast stations, 9-10 p. m., effective April 6.

Gulf Oil Co.'s *Screen Actors' Guild Show* on CBS will remain on the air until late summer at least.

International Silver Co.'s *Silver Theatre* will go off CBS May 28, to return in the fall.

Campbell Soup Co. will continue sponsorship of *Amos 'n' Andy* on CBS throughout the summer.

General Foods (Postum), will take *Lum & Abner* off CBS for July and August.

Bristol-Myers' *Town Hall Tonight* on NBC-Red will, in all probability, on July 5 be replaced for the summer by *What's My Name?*

Westinghouse E.&M. Co., on May 7 starts *Letters Home From the New York Fair* on 73 NBC-Blue stations, Sun., 5:45-6 p. m.

CBC's New Home

CANADIAN Broadcasting Corp. has bought a corner property in Toronto as the site of its projected new Broadcasting House to be constructed at a cost of about $800,000. The building will be of modern design and house studios for CBL and CBY, Toronto, as well as for all network shows which originate in Toronto for the CBS national sustaining and commercial networks. The building will be erected this year under the supervision of Dr. Augustin Frigon, CBC assistant general manager.

PAUL KESTEN, CBS vice-president, is leaving about April 15 for a month's vacation, destination unknown.

BLILEY CRYSTALS

3667
1000
50

are manufactured for all frequencies from 20 Kc. to 30 Mc. Bliley Broadcast Frequency Crystals are approved by the F. C. C. Precision manufacturing and correctly designed holders assure full dependability.

BLILEY ELECTRIC COMPANY

UNION STATION BUILDING

ERIE, PA.

Merchandising & Promotion

Screwy Perisphere—Promoting 50—Record Storage—Mutual's Guinea Pig—A Famous Shift

WOW, Omaha, is celebrating its 16th birthday with a month-long promotion campaign during April. Included among stunts is a contest for best letters on "Why WOW is my favorite station" with two round-trip tickets to the Golden Gate Exposition as prizes; a snapshot contest with cash prizes totaling $150 for the best photos of WOW listeners at their radios; a 30-minute show of WOW talent appearing before a dozen leading business men's luncheon clubs; transcribed felicitations from former WOW celebrities all over the country; a series saluting small towns and rural areas in WOW territory; a series promoting the station's programs; elaborate technical displays for open house week at the studio and transmitter; a series of special events features from all over Omaha, with Foster May pointing out WOW's progress in 16 years, and a staff slogan contest. The station expects the promotion drive will cost from 3 to 4 thousand dollars.

* * *

Getting Ready for 50

ANTICIPATING operation under 50,000 watts, WCKY, Cincinnati, is preparing an elaborate directory of programs for sale, for use by the sales department, with photos of acts and complete data on the individual attractions. WCKY also is promoting the Cincinnati Community Chest campaign with four quarter-hours donated weekly from April 9 to 28 and broadcasts of the noonday luncheon meetings from the Sinton Hotel. WCKY, in cooperation with WKRC, WSAI and WCPO produced an hour show for the Chest April 15.

* * *

Screwballs in Demand

NEARLY 4,000 requests for "screwball" emblems with a trylon-perisphere motif were received by NBC-Blue stations within five days following a single offer made at the conclusion of the *Doctor Rockwell's Brain Trust* program on April 4. Announcement that listeners could obtain the insignia by writing to the station on which they heard the program was made by NBC as a check on the pulling power of the program, which was originated by the network specifically for sale to an advertiser on the Blue as a part of an intensive drive to promote the Blue network [BROADCASTING, March 1]. It will be carried on 60 Blue stations Tuesdays, 9:30-10 p. m., until May 16.

* * *

Shift Publicized

TO ANNOUNCE the change of the *Amos 'n' Andy* program from NBC-Red to CBS on April 3, the Campbell Soup Co., Camden, started a newspaper campaign through the agency placing the program, Ward Wheelock Co., Philadelphia. At the same time, the 55 CBS stations broadcasting the program also released the first of a series of advertisements announcing the change, copy for which was prepared by CBS, but placed through the local stations.

* * *

Mark of the Week

SCHEDULES of NBC features of the week printed on bookmarks in two colors are offered to listeners by KTFI, Twin Falls, Idaho, and distributed locally through libraries and bookstores.

RCA Contest

RCA Mfg. Co., sponsoring *Music You Want* on KGO, San Francisco, nightly except Saturday, is conducting a record storage contest on "What is the most desirable way to keep records in the home?" Contestants are asked to keep the essays as brief as possible and to include photos or sketches if required. Three prizes will be given for the best answers—Victor records to the list value of $250, $150 and $100.

* * *

Radio Home Tour

WHLS, Port Huron, Mich., has started a series of model home tours, thrice-weekly, under cosponsorship of several contracting firms. Fred Knorr spends half the quarter-hour period describing one room and then interviews prospective buyers on the remaining time. Although the worst storm of the season was raging, five hours after the first broadcast, on March 12, 115 people came to view the house, mentioning the radio tour.

* * *

Mats for New Clients

EVERY time the commercial department of WHAI, Greenfield, Mass., lands a new program contract, the merchandising staff furnishes the client with a specially prepared newspaper mat to be inserted in white-space advertising. The mat gives call letters, frequency, title of program and broadcast time.

* * *

Paderewski Souvenir

A SOUVENIR folder commemorating the first American radio appearance of Paderewski, on Feb. 26, is being issued by NBC Artists Service together with the April issue of *Memo*, its monthly publication. Folio includes a reproduction of a charcoal portrait of the great pianist drawn by Bettina Steinke.

Loose-Wiles Voices

PUSHING Loose-Wiles' daily news feature, *Sunshine Reporter*, heard Monday through Saturday, 6:25-6:30 p. m., on WTMJ, Milwaukee, the station invited 25 Loose-Wiles sales representatives to the studio, recorded interviews between them and Sales Manager J. A. Danaher, and played back their transcribed voices, along with a message from President H. Hupp and a WTMJ sales message. The idea was developed by Trevor Bevan, district manager of the company, and William F. Dittman, WTMJ sales head.

* * *

"Gang Busters" at Fair

TO EXTEND its crime-prevention campaign, the radio program *Gang Busters*, heard weekly on CBS under the sponsorship of Colgate-Palmolive-Peet Co., is lending its name to a special building in the amusement center of the New York World's Fair which will house criminal mementoes and police detection equipment. Phillips H. Lord, producer of the program, will direct crime-prevention demonstrations daily.

* * *

Radio Rodent

IN MOTHER GOOSE style, complete with two-color illumination, MBS tells its success story as a radio guinea pig with the recently published 20-page bound volume, *A Guinea Pig Goes to Town*. The presentation traces case histories of several accounts growing out of first-try test programs designed to do a particular selling job. Robert Schmid, Mutual promotion director, conceived the piece.

* * *

Sperry Casserole

SPERRY FLOUR Co., San Francisco, is offering a Franciscan casserole with metal stand on the *Woman's Magazine of the Air* program on NBC-Red on the Pacific Coast. Listeners are asked to send a sales slip and 50 cents.

NBC
DRUG REVIEW

A RADIO STAR and drug store owner got together with the sponsor, advertising agency and network executives at NBC Hollywood Radio City in early April to discuss and launch the new Radio Star of the Week window display promotion campaign aimed to stimulate sale of products sold by druggists and advertised on network programs. NBC, in conjunction with West Coast druggists, plans to feature a different popular radio artist each week in window displays. Drug stores in turn will feature the products advertised on that particular program through the week. Attending the launching of the campaign were (l to r), P. H. Mundie, Los Angeles district manager, Pepsodent Co.; Sydney Dixon, NBC western division sales manager; Bob Hope, comedian star of the Pepsodent program; Don Belding, vice-president and Los Angeles manager, Lord & Thomas; L. L. Caillet, owner of Caillet's Pharmacy, Beverly Hills, Cal., in whose store window the campaign was launched; and Charles Brown, sales promotion manager, who conceived the idea.

KTSA
FRESH AIR TAXICAB CO. OF AMERICA
-INCORPULATED-

WHEN *Amos 'n' Andy* shifted their Campbell Soup Co. series on April 3 to CBS, the network's San Antonio outlet, KTSA, used this means of publicizing the event.

Posters on moving vans, tying up the recent shift of *Amos 'n' Andy* with the spring moving season, are being carried on more than 100 moving vans in New York, Washington and Cincinnati. Cards are furnished by CBS and carry messages advising early moving as well as the name of the station now broadcasting the program in each city. Idea was conceived and produced by John Fox of the CBS sales promotion staff.

All for the City

KSFO, San Francisco, has launched an intensive publicity campaign for its new municipal show *Your San Francisco* to give the listener last-minute news of city developments. Three hundred street cars of the Municipal Railway are carrying window posters calling attention to the broadcasts. The weekly bulletin of the San Francisco public schools gives notice of each broadcast, as do the *San Francisco Municipal Employees Journal* and the *Peace Officers' Monthly Bulletin*.

The merchandising department of KSFO recently arranged for the addition of six new window displays featuring the station's artists in downtown San Francisco. Five displays are located on Market St., the city's main thoroughfare.

* * *

Powow Prizes

THE West Coast Soap Co., Oakland, sponsor of *Parents' Pow-Wow* on KPO, San Francisco, is offering weekly prizes for essays. Contestants must include a label from a can of Powow Modern Household Cleanser or reasonable replica. The first prize is a $10 grocery order and six other prizes are subscriptions to *Parents Magazine*. Every letter accompanied by a Powow label nets the writer an order for a large can of Powow Modern Household Cleanser.

* * *

BROCHURES

WMAQ, Chicago: "They Stay Where It Pays" brochure with a "gold prospector" theme, describing success of a two-year C&NW Ry. sponsorship.

WLW, Cincinnati—Vol. 1, No. 1, of "The Buy-Way of a Nation", four-page illustrated bi-weekly "designed primarily as a news organ for WLW's advertisers, the station, and dealers in WLW's listening area". New accounts, programs, promotion services, prize offers and other material are included.

WLW, Cincinnati: "Food-Stuff" brochure recounting WLW's Christmas food-merchandising promotion.

WBAL, Baltimore: 16-page brochure, "Things are Happening in Baltimore", outlining programs, personalities, and merchandising ideas of WBAL.

Habit lies deep in the heart of America

Warm gingerbread — cool milk — mid-week prayer meetings—fried suppers—infinite chores—the sweet monotony of daily life—unconscious habits of years. Into such simple routine WLW in 18 years has established its friendly place.

And through the years, as a friendly visitor into your homes, this station has reflected and will continue to reflect, the tenor of life and the tempo of living in WLW land.

Last year, for example, in addition to the finest NBC and Mutual network programs, WLW spent $854,000.00 on its own programs—another reason why WLW is the listening habit in the heart of the Nation.

WLW

THE LISTENING HABIT IN THE HEART OF THE NATION!

The Crosley Corporation, Cincinnati, Ohio, Powel Crosley, Jr., President

A LARGE STATION SPEECH INPUT SYSTEM THAT'S *Ideal* FOR SMALL STATIONS!

A COMPLETE HIGH FIDELITY SYSTEM *at low cost!*

The RCA 76-B Consolette gives small stations one of the most flexible speech input circuits ever devised. Purchase price, installation and operating costs are unusually low. With it small stations can have a high fidelity system available in the past only for large stations.

Built to control two studios, this RCA Consolette provides for simultaneous broadcasting and auditioning, offering any combination of two-studio, remote line or turn-table operation. Efficient in design, it simplifies control booth arrangements and cuts time and installation costs to a minimum. Additional power supply units, meters, and other accessories are eliminated.

The RCA 76-B can be used either in individual studio control booths or in one- or two-studio layouts. You can originate transcription programs in the booth itself and handle programs from remote points. You can divide its six microphone and six line inputs however you wish between two studios and the booth.

We will gladly supply you with further information without cost or obligation. Write today and learn how this RCA Consolette offers small studios reproduction fidelity comparable to de luxe systems at a price amazingly low.

ADVANCED FEATURES!

Conveniently located operating controls... Separate talk-back microphones with interlocked switching to studios or remote lines... Heavy duty, double power supply for external mounting on wall or floor makes possible use of full-sized components without making console oversized ... Rugged mechanical construction with hinged chassis for greater accessibility ... Switches for quick connection of complete emergency amplifying channel ... Large illuminated VI meter recently developed to accurately follow sound levels without causing operating fatigue ... Plate current metering for checking of tubes in program channel ... Attractive 2-tone umber gray finish—modern functional design ... Factory wired, tested, and guaranteed, this equipment also offers many other features.

• • •

Use RCA tubes in your station—for quiet, reliable performance

RCA *Broadcast Equipment*

RCA Manufacturing Co., Inc., Camden, N. J. • A Service of the Radio Corporation of America

New York, 1270 Sixth Avenue
Dallas, Santa Fe Building
Chicago, 589 E. Illinois Street
San Francisco, 170 Ninth Street
Atlanta, 530 Citizens & Southern Bank Bldg.
Hollywood, 1016 N. Sycamore Ave.